



Growing Members

When looking at sourcing potential members, consider the following places:

- Disability specific organisations that cater for people with cerebral palsy, muscular dystrophy, multiple sclerosis, spina bifida, stroke, acquired brain injuries and spinal cord injuries
- Day service / community access providers such as CCS Disability Action
- Schools – primary, intermediate, secondary and tertiary
- Rehabilitation services – physiotherapy, occupational therapy
- Hospitals

It is imperative that we have a solid understanding as to who it is that we are actually trying to recruit and retain. The following questions should be asked:

- Who do we want to attract?
- Where do they live?
- How can we reach them?
- What do they want out of bocce?

Once you have answered these questions there is no magic formula for recruiting members, but there are some basic approaches which can help. These include having a welcoming attitude, offering a combined social and competitive programme to cater to all needs, running sessions at suitable days, times and locations, marketing and promoting your club in your local area, working with schools, and involving family members, friends and significant others.

Click [here](#) for more information on growing your club membership.

It can be quite intimidating turning up to a sport club for the first time. Therefore it is important for clubs to be welcoming and informative for new members and parents. It is good practice to have a welcome letter available which details all the necessary information to make the new members feel welcome.

Did you know that you are more likely to re-engage a previous member than a new member?

Exit Surveys

There are a number of reasons why people leave bocce. Should a member leave, ask them to fill in an exit survey so you can better understand the reasons why they are leaving to help you identify where improvements can be made to retain members for longer.

Click [here](#) for the exit survey form.