MEMBER get MEMBER

The ‘Member get Member’ initiative is based on club membership research which indicates that the majority of new members join through a family member or friend. One of the biggest marketing assets in attracting new people to the game is the existing membership base and the Member get Member approach is designed to utilise this process.

**How does it work?**

Encourage current club members to introduce a new member to the club. Have the new member hand in a signed (by the current member) Member get Member form when they register. Offer the new member a discount on their first years’ subscription, plus the current member a discount off next years’ membership fees.

**Example of a MEMBER get MEMBER form**

**It’s a better game with friends!**

**Introduce a new member to your club**

**New Club Member details**

**Mr  Mrs  Miss  Ms  Other**

**First Name(s)**

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| --- |
|  |

**Surname**

|  |
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|  |

**Email (please print clearly)**

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|  |

**Details of current club member making the introduction:**

**Name**

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**Email**

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**Squash Club**

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