



CASE STUDY:

INNOVATIVE WAYS OF INCREASING
PARTICIPATION AND MEMBERSHIP

MANA SQUASH CLUB



SQUASH
NEW ZEALAND

OVERVIEW

Growing membership isn't easy and every year we are faced with new challenges – other sport and leisure options, fitness gyms, mobile apps, exergaming and other new innovations. To make matters worse, a number of sports clubs struggle to keep the new members that do join. The question is what can we do to engage new members that is going to ease them in at the right pace, help them fall in love with squash and build a long-term relationship with our squash clubs?

To tackle this, the Mana Squash Club have taken the time to plan out how their new members are welcomed into their club. This process has been made into a memorable experience that helps the new members feel like they're a part of something important and lets them know they're valued and appreciated.

CHALLENGES

Orientation

When new members arrive at the facility they don't know their way around – where the courts are, what programmes are available and the other opportunities that may exist.

Connections

New members need to form a healthy participation habit and build social bonds with playing partners who have similar interests with whom they can contact. So how can we facilitate this?

Welcome and Information

There is a lot to take in when joining a club. How can we provide a friendly, hospitable and efficient education system that gives the new member everything they need to know without overwhelming them?

SOLUTIONS

On-Boarding Team

A team of committed and encouraging members on the committee take on the responsibility of welcoming all new members into the club. The roles are split between various people, such as: meeting and greeting, administration, handing out tags, collecting payments, engaging in club activities.

Induction Process

All members are told about what is happening at the club, shown how to use the facilities, book courts and are introduced to other club members.

Welcome Pack

A pack is handed to each new member (to refer to at any time) which outlines all the important information and helps members get the most out of the club.

RESULTS

5

Club members involved with onboarding new members.

5

Tasks making up the process.

41

New members joined between 2015-2016.

CONCLUSION

The saying goes that 'it takes a club to raise a member.' By forming a small team of people with different skill-sets and splitting the welcoming tasks up has made the new member induction process much more effective. This ensures that everything at each step is covered and allows the new members to interact with a range of people from the club. This early and consistent approach also encourages people to bring friends and family along as well.

By implementing a simple but thorough member on-boarding process, the Mana Squash Club are helping all new members set the foundation for long-term engagement. This has proven to be very successful in increasing new member participation and engagement and has made the difference between members continuing to play squash versus walking out.