



# Prospective Member Engagement

## Introduction

The purpose of this session is to develop strategies for converting prospective members to members using the Prospective Member Journey.

## Overview

First, club officers discuss the elements of the Prospective Member Journey. Then, they will brainstorm key activities that their club should perform during the journey. Finally, they will identify resources that are necessary to support the key activities.

In this session, facilitators discuss the following topics:

- Pre-work Debrief
- Prospective Member Journey

## Objectives

After completing this session, club officers will be able to do the following:

- Recognize the phases of the Prospective Member Journey
- Identify critical activities during the Prospective Member Journey
- Identify resources for engaging during the Prospective Member Journey

By meeting these objectives, club officers will be able to plan how to grow their clubs through developing sound strategies to support prospective members at each phase of their journey.

## Materials

- PowerPoint
- Participant Workbook PDF

## Time

- 75 minutes

## Facilitated Session

(70 minutes)

In this session, Facilitators address the following topics:

- Pre-work Debrief
- Prospective Member Journey

## Sequence

- Introduction (5 minutes)
- Pre-Work Debrief (17 minutes)
  - Title Slide (up to 1 minute)
  - Present Slide (up to 1 minute)
  - Whole Room Discussion slide 1 & Present Slide (up to 3 minutes)
  - Whole Room Discussion slide 2 & Present Slide (up to 3 minutes)
  - Whole Room Discussion slide 3 & Present Slide (up to 3 minutes)
  - Whole Room Discussion slide 4 & Present Slide (up to 3 minutes)
  - Review slide (up to 3 minutes)
- Prospective Member Journey (38 minutes)
  - Title Slide (up to 2 minute)
  - Breakout Room Activity (up to 23 minutes)
  - Whole Room Discussion slide (up to 10 minutes)
  - Review slide (up to 3 minutes)
- Conclusion and Assessment (10 minutes)
  - Conclusion Slide (up to 4 minutes)
  - Assessment Slide (5 minutes)
  - What's Next Slide (up to 1 minute)

## Facilitated Session

(53 minutes)

In this session, Facilitators address the following topics:

- Prospective Member Journey

## Sequence

- Introduction (5 minutes)
  - Review slide (up to 3 minutes)
- Prospective Member Journey (38 minutes)
  - Title Slide (up to 2 minute)
  - Breakout Room Activity (up to 23 minutes)
  - Whole Room Discussion slide (up to 10 minutes)
  - Review slide (up to 3 minutes)
- Conclusion and Assessment (10 minutes)
  - Conclusion Slide (up to 4 minutes)
  - Assessment Slide (5 minutes)
  - What's Next Slide (up to 1 minute)