

16 April 2021

Notes on National Gathering – Marketing

With 80% of our members over 70 years old it is obvious that unless we enrol younger members soon the outlook for Friendship Force in NZ is not bright.

WHAT DO WE NEED TO DO

BE VISIBLE

We must take every opportunity to promote and market Friendship Force at every chance in your local region.

WHO IS OUR TARGET MARKET –

Any person 50 years + but suspect the actual age may be 60 – 65 yrs.

WHAT ARE WE SELLING –

We must establish our point of difference.

TRAVEL – HOME HOSTING – CURIOSITY - FRIENDSHIP

- Travel - 350? clubs around the world, 18 clubs in NZ
- Home Hosting - Stay with a family, Japanese, Russian, Brazil etc.
- Curiosity - Discover new cultures and ideas from your host family
- Friendship - Establish long lasting friendships with your host families

SO WHATS THE PLAN STAN

THE BIG PICTURE NZFF Web Page

- Needs amended to be young tech-appealing
- Must be focused on acquisition
- Must be consistent with FFI website
- Access to club web pages via FFNZ page?
- Must be easily readable on the cell phone

FFI home page:

MAKE FRIENDS ACROSS THE WORLD

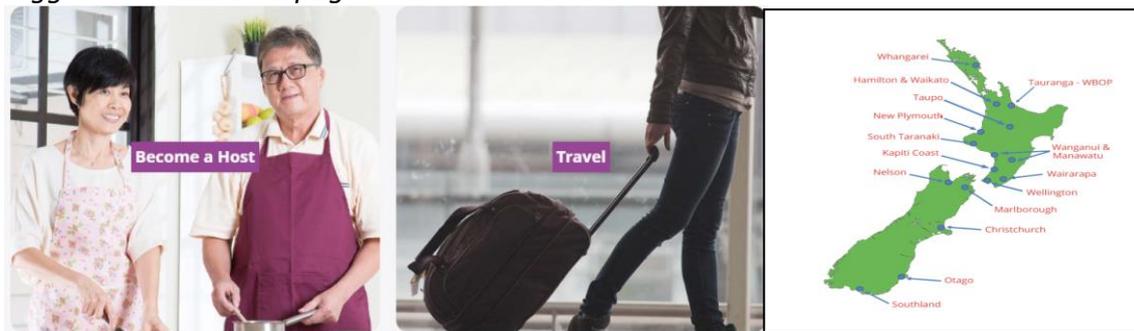
Friendship Force International provides opportunities to explore new countries and cultures from the inside by bringing people together at the personal level. Through the signature program of home hospitality, local hosts welcome international visitors into their culture, sharing with them meals, conversation, and the best sights and experiences of their region.

Become a Host

Travel

Join Our Mailing List

Suggested FFNZ home page:



DISCOVER

TRAVEL

NZ CLUBS

So before NZ wide marketing begins we need the web pages sorted.

THE LOCAL PICTURE

We need two people in each club to concentrate solely on NEW MEMBER acquisition (refer to Gwendolyn Needham's info).

We need to narrow the area of search for near or newly retirees.

- Eg.
- Senior members of tennis clubs
 - Senior School teachers
 - Libraries
 - Others ?
 - Distant acquaintances we could send a letter of referral to.
- (see example below)

How to attract Members

- Outward International Journey
- Outward Domestic Journey

- Inwards International Journey
- Inwards Domestic Journey

- Invite to 'Show & Tell' Meetings

- Invite to a Planning Meeting for the trip that they have shown interest in.

- Invite Happy Hour at the Pub

- Invite to Coffee Morning.

We believe that most clubs need to widen their horizons to attract new members.

SO LETS GET STARTED

CREATE A DOMESTIC JOURNEY FOR NEWBIES

Suggestion – 2-day home hosting at one or two clubs. Perhaps with some stopover activity between.

Themes for Journeys - Cycling, hiking, Golf, Gardens, Cultural Maori/Asian, Music, Fishing, Art & Craft,

OUTWARDS JOURNEY -

Get date set and start advertising in local paper - 'What's On' at least 2 months before and **"advertise each week"**

Involve them in trip planning if possible.

Inform them they will need to Home Host at some time in the future.

This Journey is NOT for existing members but of course some will need to be involved.

INWARDS JOURNEY –

Do not chase your existing members who for some reason are unable to host that particular journey.

Again months before use the local 'What's On' column or/and Talk to the Local Editor about the story of Friendship Force and the need to find hosts for the upcoming journey.

Sample Advert ...

... We Need Your Help –

We are a worldwide home hosting and travel organisation.

We are hosting a group of active retirees from [Taupo?] who are being home hosted by our club members for two nights.

Can you help with hosting and join in our fun two days. ? Ph:123456

You should advertise within sufficient time to enable you to meet the prospective member, talk about the values of Friendship Force and assess their compatibility.

This is probably more suited to a one-on-one chat at your home/coffee bar.

BE PREPARED

Ask your existing members for a short exert on their best experience while on an Overseas journey and likewise their best experience while Home Hosting. These snippets are ready then for your Local Newspaper when needed.

MORE OPPORTUNITIES

Invite other ethnic clubs Maori/Swiss/Chinese/Cultural groups etc to entertain at your function. Allow supper time to share Friendship Force with them. (Yes there might be a cost.)

USE NEIGHBOURLY

USE FACEBOOK

We need to understand its advantages and how to use this medium.

Postings must be interesting and show learning, curiosity, location and action.

Be very selective with photos – more is not better.

Our Facebook pages should be of interest equally to existing members and prospective members.

Consider using Facebook advertising to find like-minded people?

LOCAL FAIR – MARKET

Make sure your stand highlights your point of difference - wear overseas costumes, Mexican hats, world flags, tear drop flag, giveaway information, bookmarks, club newsletters etc.



Catch line – please jot your email down and we can send you more information.

Follow up with a letter of acknowledgement and invite them to an event of interest. Phone them to offer a ride to venue. Continue to forward Newsletters for the next 6 months.

So hopefully if you put all this into practice we will start to see rewards for our efforts!

SAMPLE LETTER

Greetings..... or Dear.....

Friendship Force International is a global travel/hosting organisation with branches throughout the world, including 15 in NZ, and our clubs are keen to add to their membership.

I am a member, and although we are unable to travel internationally at present, various clubs are organising travel, home hosting and making new friends within New Zealand.

Late last year there was a tour from Christchurch to Stewart Island and return, then in March a 19-day Farming Tour, and in May there is a tour to the West Coast from Christchurch. These have all been tours that members from any club can join, and some clubs organise their own tours which are primarily for their members.

The thought has occurred that you may at least be interested in having a look at what is involved in membership of Friendship Force, and if so I suggest you check out the international website, www.friendshipforce.org.

As you may have other friends that could possibly be interested, contact details for all the other NZ clubs can be found at www.friendshipforce.org.nz. Feel free to make contact with the club that may be nearest to you. My suggestion would be to ask to be placed on their mailing list for the next 6 months, to see if you would like to join them for any of their activities.

Most clubs have regular coffee mornings, and this is a good way to have a chance to meet and chat to some of their members. From my experience I have found Friendship Force members to be very friendly people, and very easy to get on with.

If there is no club in your area, you can become a National Member with full access to all Friendship Force activities and journeys. Contact fielddrepcordinator@friendshipforce.org.nz.

I have certainly had wonderful experiences to date, and can highly recommend membership.

Cheers and best wishes.

.....(name)