

Report of Presentation by Field Rep. Gwendolyn Needham, & ensuing **Group Discussions.**

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**“Success Strategies for Strengthening Clubs to attract new members.
- Taking your Club from Survive to Thrive.”**

Friendship Force International is an inspirational worldwide organisation with vast potential to make a difference towards a better world.

Are we making our distinctive mark on the world scene in 2021?

I'm in it (for 27 years) because **I believe in this big-picture cause**, world peace, and that each FF Club, like all community-building organisations, holds power to effect change, by the “how / who / why / way it operates. Community is the glue that holds society together. We need each other, we need to belong together. We grow, via human interactions when united for a common purpose. This means talking together.

But our NZ Clubs are dying for lack of upcoming leadership, ageing membership, no leadership support or training. This is not caused by Covid. Decline has been steady over 12 years at least.

What do we have on offer ? What are we selling?

We have heaps to offer and sell.

Currently, all focus is on selling ‘the icing on the cake, ie travel/tourism with friends, with occasional home hosting by FF members. And serving the interests of current older members.

I want us to be different, and sell the power of The Cake, (The Club, affiliated to FFI) by **connecting together** for this great cause, for enjoyment, world friendships, excitement, fun, cultural education, adventure, challenge, new relationships, travel, a focus on peace....much more.

Discussions.

Principles before details. Why are we doing this, before What shall we do next?

Cake before Icing. Teach. Learn. Delegate. Don't do what other clubs do. Be proudly different.

Money is not the problem, or the answer.

Websites are an information tool, but only about 12% (business) sales come from websites, and require expensive ever-changing marketing investment to even achieve that percentage.

Club leadership is key. All FF events and occasions must speak immediately of FFI vision and purpose to any interested new person.

There are very many thinking people out there who could become our new members if we stopped repeating what we've always done, and took time to seriously consider and learn the how-to's of the project “Club Renewal and New Member Outreach.” (I can teach this. Ask me how. This approach is different, simplifies achieving tasks, makes things easier.)

“Success” is Club renewal with younger active motivated people inspired by the FFI cause; enthusiastic leadership, and personal relationships which attract, extend and empower.

Goal – 150 new NZ members in 2021. This is achievable!