



friendship force  
NEW ZEALAND

## NATIONAL GATHERING, EL RANCHO, 13-16 APRIL 2021

### SUMMARY OF DISCUSSIONS

#### **National Membership (lead by FR Coordinator Debbie Lattey)**

The idea of a National Membership was proposed and discussed at the Gathering. This will help resolve two current issues:

- When clubs close (usually through lack of leadership) their members are currently lost to FFNZ unless they are able to join with a neighbouring club. We are now down to 15 clubs (from our heyday of 25) and several more are facing leadership crises.
- There is no opportunity to join Friendship Force in New Zealand unless there is a club in the town or city you reside in. That means we are missing out on a lot of potential members.

Offering a National Membership means that clubs without leaders can opt to devolve their governance requirements to FFNZ and continue to meet socially while their members continue to be part of FFI through a National Membership. If there are enough members in one place they can still offer hosting to incoming groups.

This new concept has been approved by FFI and the Field Reps will work through setting it up.

For more information and a detailed report on this concept, click here:

<http://www.friendshipforce.org.nz/national-gathering-2021>

If you are interested in helping to develop a National membership, contact Debbie at

[debbie@otaihanga.co.nz](mailto:debbie@otaihanga.co.nz).

#### **NZ-wide Journeys (led by SI FR Jan Harrison)**

Currently each club is asked by FFI to request inward and outward international journeys each year. This results in a lot of cancellations, as clubs find it increasingly difficult to fill these journeys.

Strong clubs with good numbers of active members are encouraged to continue to request their own journeys. However clubs that are unlikely to be able to do so can request involvement in inward hosting of NZ-wide journeys, and their members can apply to join a number of NZ-wide outward journeys – once we are travelling internationally again.

Creating NZ-wide outward journeys also gives us the opportunity to promote these journeys to members anywhere in NZ, thus potentially increasing our membership.

For the next year or two we will concentrate on domestic journeys for recruitment, and the next section addresses this.

For more information and a detailed report, click here: <http://www.friendshipforce.org.nz/national-gathering-2021>

If you would like to join Jan's team to set up and promote NZ-wide journeys, contact her at

[jandavid@snap.net.nz](mailto:jandavid@snap.net.nz).

## **Marketing & Recruitment (lead by NI Field Rep Graham Wigley)**

A number of ideas came out of the discussions focussing on marketing and recruitment.

- We need to be more visible, focus on our target market, and define what we are selling.
- Our FFNZ website needs to be upgraded to focus more on attracting new members rather than being a resource mainly for existing members.
- We need two members in each club to concentrate solely on new member acquisition.
- We need to use journeys for recruitment, starting with some exciting domestic journeys that will appeal to our target market.
- Newspaper advertising can be key to marketing our journeys, both for participants and for new hosts.
- Use Neighbourly and Facebook to promote Friendship Force.
- Take stands in your local fairs/markets, these can be fruitful recruitment grounds if done well.
- Send a letter to anyone you think could be a good prospective member – suggested wording included in the full report.

For more information and a detailed report, click here: <http://www.friendshipforce.org.nz/national-gathering-2021>

If you are interested in helping with website development and/or marketing ideas, contact Graham at [gjwigley@gmail.com](mailto:gjwigley@gmail.com).

## **Success Strategies for Strengthening Clubs (lead by NI Gwendolyn Needham)**

Our clubs are still very important to Friendship Force, and Gwendolyn presented ideas for strengthening them and attracting new members.

- How do we deliver our mission of world peace through our clubs? Personal contact is important to keeping members involved.
- Our clubs are dying for lack of upcoming leadership and aging membership. This can be addressed.
- We need to 'sell the power of the cake' before adding the icing (travel and home hosting). We can do this by making our club meetings interesting and focussing on cultural education.
- Success is club renewal with younger, active, motivated people inspired by the FFI cause.
- Enthusiastic leadership and personal relationships are vital to club health.

For more information and a detailed report, click here: <http://www.friendshipforce.org.nz/national-gathering-2021>

The full Club Growth & Renewal guidelines can be found here: <http://www.friendshipforce.org.nz/default.asp?ild=GHIGFE>

If you are interested in helping with club development, contact Gwendolyn at [be.free@xtra.co.nz](mailto:be.free@xtra.co.nz).

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