



---

## **Club Marketing: Help your Members become your Ambassadors!**

Elevator Pitch:

Everyone has heard about the Elevator Pitch, right? If you have two minutes in an elevator to relay your “story” to someone, what will you say to include the most important information?

As Board members of your local Spouses’ Group, have you equipped your current members to share the mission and vision of your organization with potential members or your local community? If you don’t give them the data, they are only able to share what they know. Many have preconceived notions about what a Spouses’ Club may be. Previous experiences, club reputations, gossip, and social media can all lead a potential member away from joining just because they don’t know enough about your club in this location. So, check out the information below, fill in your data, and make sure all your members know this information so they can be ambassadors of your club! They be your biggest fans, equip them with the right information to share!

1. Number of Members last year: \_\_\_\_\_
2. Monthly Events types: Some evening and some daytime? \_\_\_\_\_
3. Monthly event previous themes: \_\_\_\_\_
4. Amount of money raised last year: \_\_\_\_\_
5. Where did that money go? Local Community Grants: \_\_\_\_\_
6. Scholarships Awarded – how many and how much \$\$? \_\_\_\_\_
7. Extras opportunities? Number of Sub-Clubs/Special Interest Clubs \_\_\_\_\_
8. Can you meet the needs of the working spouse? Spouse with young children? Spouse looking for a social connection or one looking for a way to give back to the community \_\_\_\_\_?

For Example:

The XYZ Community Spouses’ Organization had 120 members last year. We alternated our monthly events between daytime and evening in order to offer a social opportunity for anyone who wants to join our club. We also change the theme each month so that we can appeal to all different audiences. We hosted a Craft Fair and a Golf Scramble where we raised over \$100,000 to give away to our local community in the form of 25 Grants and 12 Scholarships totaling \$24,000 to local high school seniors and military spouses returning to school. Personally, I love the tons of Sub Clubs we have where I can be a part of a book club, Wine Tasting Club and Toddler’s play group, all with other members of the organization. Membership is only \$\_\_\_\_ and you can join at any time! Can I bring you to the next event?