



Super Sign-Up Ideas and Tips

As the season begins to change, Military spouse clubs are gearing up for their big recruiting push and that one big “Super Sign-Up” event to jump-start membership for the new board year. Designing your super sign-up event is limitless, but the main goal is to get members to sign up on the day of the event and bring awareness to your club’s programs and activities within the community. Here are a few ideas and tips for your club Super Sign-Up:

Location:

- **Have the event at your club Thrift or Gift Store.** If you have a store that can accommodate some extra space for a few tables and people, or a nice outdoor space out front on the grass or parking area then you can introduce your community to your club store at the same time. Offer a special store discount for the event. Invite community partners and home-based businesses to set up outside. Sell food/snacks or invite a catering business to sell food. Have fun activities to occupy the kids while you talk membership.
- **Make your typical club luncheon SUPER.** Go bigger and better on your monthly luncheon with community partners, local businesses, and tables for all your club programs.
- **Make it Virtual.** Host an online event such as a webinar, virtual tour, virtual coffee or interactive Q&A session. Promote the event widely and include a clear call to action to join the club with easy-to-access sign-up links during the virtual event.

Pre-Event:

- **Approve the budget in June before everyone goes on summer break.** You will need to track all expenses and donations for the event, so you know the true cost. Advisors or the honorary member may be willing to donate beverages/snacks but still allow for those items in your budget for the sake of continuity/planning for the next year.
- **Give your club and your community a SUPER amount of time to plan.** Start planning your event 2-3 months in advance. If you plan your Super Sign-Up for the fall, get the date and location set in June before everyone goes on summer break. Notify your community partners to save the date. Send out Save the Dates to current members and share the date on social media.



- **Advertise!** The most important part of your Super Sign-Up is to advertise. Clubs need to work very hard to reach a big audience with the intent to increase their membership by connecting with people who may not feel like they should join or are not welcome. Find interesting ways to reach people that are not always reached through traditional ways. Join other community events to share details about your Super Sign-Up.
- **Be Inclusive.** Clearly state who is welcome to join your organization. Be sure your wording is positive, upbeat, and especially welcoming to potential new members. Considering a follow-up newcomer's event and share your intent to host a newcomer's reception so that new people know they can connect with people in the same situation.
- **Make a visual plan.** Layout your event space on a diagram showing parking, volunteer area, community partner table locations, etc. Print this map out and give it to your key event coordinators.
- **Invite the media to advertise and attend.** Reach out to your installation public relations and military affiliated local media, such as your local Stars and Stripes reporter. If you are OCONUS, try getting your local AFN to do a live broadcast at your event (it's so much fun!)
- **Have a Digital Application.** If you don't already have a built-in website application, set up your application as an electronic Google form or Microsoft form so potential members can fill in the application quickly. Make sure your application lists all the opportunities your club offers and let them sign up to be contacted about upcoming Sub Clubs, Volunteer Opportunities, etc.
- **Have a Digital Payment Method.** We are in an age where most people do not carry cash. Make sure you have a way to pay membership dues by card or a phone application such as PayPal, Zelle, Venmo, etc.
- **Provide Talking Points to your team.** Make and send talking points about your club's mission and programs to your board members and volunteers. This is especially important if you have new board members.
- **Do a Rehearsal!** Get your key coordinators and volunteers together at your event space a day or two beforehand to walk through the event layout and timeline. You can even get some pre-setup accomplished.

Event Day:



- **Be Welcoming.** The **MOST IMPORTANT** aspect of the day is to make people feel *Welcomed* and *Included* the instant they walk in your event. You only have 10 seconds to make a first impression, which is very true and vital to the success of your membership drive.
- **Have Greeters.** Assign old members and current board members to be greeters at your event. Have them pay special attention to those that walk in alone – try to have a system to connect people with others so that they feel welcomed right away.
- **Make the space fun and vibrant.** Have a high energy event with decorations, music, and brightly colored t-shirts! Themes are great; just don't spend too much money. Dollar store decorations work well! Set up a selfie area and invite attendees to take photos and share on social media with your club's hashtags.
- **Collect contact information for interested members.** Get those names, numbers, and emails of people who might be interested but don't sign up on the day of. Not everyone likes to pull the trigger and sign-up at their first event!
- **Highlight what your club can do for the individual.** Be sure to highlight what your club can offer potential members. Sub Clubs that span from toddler playgroups to professional networking meet ups, monthly events that offer ways to connect socially, connections/relationships with the local community that are built to support others, etc.
- **Set Up individual club stations.** Have a table and chairperson for each club program such as membership, ways and means, sub-clubs, grants and scholarships, etc.
- **Offer an Early Bird Discounted Membership.** Offering that discount on your annual membership is a great way to get newcomers to join and renewals to happen quicker.

Post-Event:

- **Follow up with every member** who signed up at your event. Welcome them to your club and give them information about what to expect, how to sign up for events, and policy notes you need to share. Don't forget to follow up with the people interested in joining but have not signed up yet.
- **Inform them** on how to join the Sub Clubs. Be sure you know which clubs they want to be included with and connect them with the organizers of that club.



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- **Do a public shout** out to thank people for attending and their interest in your club. Be sure to let the public know others are still invited to join and you are happy to have people sign up whenever it fits their schedule.
- **Send out a feedback survey.** How did the event go? What went well? What could you do better? Send out a survey to your members and a separate one to your community partners (if applicable) to get feedback on your Super Sign-Up event. Use that feedback for your After Active Review (AAR).

Alright, you are ready to go execute your Super Sign-Up event! Don't forget to have fun and be flexible. Events don't always go as planned, and you sometimes need to pivot quickly. In that case, focus on trying to get to a "yes" and make it work. If you attack your event with this mindset, kindness, and fun than everyone will have a SUPER time.

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