



First Impressions Matter—Let's Make Them Awesome!

You've probably heard the saying: *"There's no second chance for a first impression."* It's true! So, let's make sure those first impressions sparkle.

The Awkward Reality

Picture this: You've just moved to a new place. You RSVP for a Spouses' Club event, pay your fee, and show up early because...well, parking is a mystery and you're not sure what happens after check-in. You walk in, the room is buzzing with people who look very busy, and you think: *"Now what?"*

You wander around, maybe chat with a vendor (even if you don't need what they're selling), just so you're not standing alone. Eventually, you find a seat and hope you don't feel like the odd one out. Sound familiar?

Now Imagine This Instead...

You RSVP, and the form asks: *"Are you new to the area or the Club?"* You check "Yes." A few days later, you get an email from the Hospitality Team: *"Want to meet us in the lobby so you don't walk in alone?"* Yes, please!

When you arrive, they greet you, walk you through check-in, and hand you a nametag with a fun ribbon that says, "First Timer." Then they introduce you to a board member who introduces you to another new person. Before you know it, you've met three board members and three newcomers—before you even sit down! Suddenly, you feel welcomed, connected, and glad you came.

Why This Matters

For newcomers: You feel included and start thinking, *"This is a group I want to be part of!"*

For board members: You've just turned a nervous guest into a potential member, volunteer, or even a future leader. All because a few people took the time to say hello.



How to Make It Happen

- **Be intentional.** Have a plan for welcoming newcomers.
- **Recruit your social butterflies.** Find board members or volunteers who love meeting new people.
- **Create a “Newcomer Patrol.”** At least three people at every event should focus on greeting and connecting guests.
- **Avoid distractions.** Don’t assign this role to someone juggling catering or last-minute details.

When newcomers feel included, your membership grows—and so does your community.