



BUILDING A BETTER CLUB REGION

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Been Here Before?

It's Tough To Be King!

- Lack of Participation
- Small Club
- No Volunteers
- Large Service Area
- Politics
- Lack of Money
- Troublemakers
- Difficulty Being Creative
- New Members Are Sparse



Building a Better Club Region

- **Key Components**

- Structure
- Events
- Communications
- Raising Money/Funding
- Build An Active Membership
- Devil Is In The Details
- Culture
- Resources



Structure Promotes Involvement

- Spirit of Involvement - Don't Be a One Man Show
- Harness Passion
- Recruitment vs Volunteers
- Build Around Avail. Skillsets Rather Than Only Seeking Specifics
- Title Means Something – Imagine Creative Roles
 - Club Photographer
 - Merchandise Director
 - Membership Director
 - Communication/Social Media Director
 - Events Director
 - Cruise Director
 - Webmaster
 - Charity Director
 - Performance Driving Director
 - Technical Director

Consider “Assistant” Positions As Well!

- If You Have a Big Region – Consider A Zone Structure



Events

- Have Staple Events Where People Can Be “Regulars”
 - Meetings
 - Annual Party
 - Car Shows
 - Cruises
- Have a Balance of Other Different Events
 - Performance Driving: Autocross, Drag, Road Course
 - Dyno Day
 - Charity/Fund Raisers
 - Member Hosted Home Tours/Visits/BBQ's
 - Horse/Dog Track Night
 - Stadium Tours
 - Google Local Businesses That Do Tours
- Leverage the Hotels and Businesses (Even the City)



Events

- Build Around/Leverage Other VOA Regions, SRT, & National Events
- But – Create Distinct Club Organized Events Most times!
 - Remember that People Joined the VOA – Not the Cars/Coffee Club
- In Colder Climates – Non-Viper Indoor Offseason Events
 - Indoor Karting
 - Bowling Outing
 - Theater Night
 - Casino Night
- Know Your Demographic
 - Where Are Your “Pockets” of Members
 - What Events Do Your Members Seem to Gravitate To?
 - Survey Make a Big Difference – And They Show you Care
 - Don’t Forget The Ladies



Communication is Key

- Use Your Tools
 - Email
 - Website
 - Social Media
 - Snail Mail (Don't underestimate it)
 - Phone
 - Forums
 - Event Calendar
 - Club Cards/Brochures
 - Member Recruitment Rewards
 - Newsletter
- Get Members Trained – Consistent Pattern of Coordination
- Clean/Professional Announcements
- Recaps On Events
- Formal Calendar
- Newsletters – Digital or Printed
- Get News Out There In ADVANCE
- Remind, Remind, Remind



Raising Money

- Sponsorship
- Doesn't Have to Be Many
- Various Sponsorship Types
 - General Club Sponsorship
 - Sponsor An Event
 - Sponsor a Product/Supply/Giveaway
 - Non-Monetary
- Seek Key Players of Interest
 - Dealers
 - Car Related
 - Restaurants
 - Club Members w/Businesses
- Events Can Raise Money Too – On Occasion



Build An Active Membership

Member Involvement

- All Events Should Have a Registration Of Some Kind
- Salesmanship Is Important
- Make It Someone's "Job" To Mingle & Match
- Free Events
- New Members Are Your Lifeblood
 - Find Them - At Shows & General Car Events
 - Purchase Records (DMV Records May Be Available)
 - Make a Big Deal - Celebrate First Comers Publicly
 - Provide Free Perks - Free Event, Gift, Etc...
- Re-Recruit Your Current Members
- Avoid Cliques – Mix it Up
- Associate Memberships
- Recognition/Awards – Very Important



Devil Is In The Details

Finishing Touches To Consider

- Merchandise – Jackets, shirts, knick knacks, etc...
- Club Hotline
- Letterhead/Envelope/Labels/Logo
- Afterglow Video
- Signage
- Car Displays at Parties
- Free Giveaways
- Guidebook
- Raffles – Paid or Free
- Event Gifts/Hunt
- Auctions
- Member Roster
- Classifieds
- Member Galleries



Club Culture

- Strong Leaders Make ALL The Difference
- Tell Them What It Is, And That's Usually What It'll Become
 - Keep it Short/Simple
 - Repeat the Mantra
 - Model It
- Create A Sense of Club Pride – National And Regional
 - Embroidered Clothing
 - Regional Distinction
 - Visibility At Multi-Region Events
- Size Matters To Some Degree – But The Smaller your Club Is, Some Things Get Easier
- Don't Forget – People Come for Car,
But They Stay for The People!



Other Resources

- Other Clubs – Reuse What Works
- National Officers
- Other Presidents
- Forums
- Planning Guide



Event Planning
Guide



Q & A

