

CAPABLE CLUBS SNIPPETS

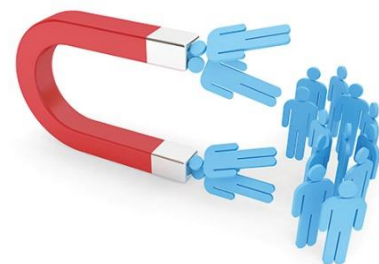
PROGRAMMES TO RETAIN EXISTING MEMBERS

Overview

Group programmes are a proven and effective way to draw people inside your club and research shows it is one of the most important factors in members ultimately staying. Well-attended programmes are a cost-effective way to meet the needs of a large number of your members and therefore retain them. Retaining current members is easier than recruiting new ones!

Brief Summary

1. Do some market research by surveying your club members to find out how well the club is meeting their needs and identify potential opportunities to increase usage of the club
2. Analyse the survey results and determine some opportunities, from squash-based programmes to non-squash based classes such as yoga or boot camps
3. Create a programme plan working out when they can be run, by whom, and who they will be available to. Players are more likely to participate if it's easy for them to take part in and it's flexible enough to fit into their lifestyle
4. Promoting the new activity widely, whether it's internally or to the wider squash community
5. Review regularly by getting feedback from participants so you can continue to enhance



Linked Resources

[Club Member Survey template](#)
[Member Survey case study](#)
[Programme Insights](#)
[Doubles Squash case study](#)

Key Points

1. As well as giving a great insight into why your members stay at your club and what attracted them to it in the first place, surveys also give members an opportunity to have their say which they will greatly appreciate. There are free online survey makers that clubs can utilise such as [freeonlinesurveys.com](https://www.freeonlinesurveys.com) or [Google Forms](https://www.google.com/forms).
2. See what days you have available and want to encourage more people to come down and utilise the club. Clubs can run leagues, beginner club nights, social tournaments, doubles squash, coaching or other alternative activities such as fitness classes, yoga, boot camps, or Racketball. The less work players have to do themselves to organise a match, the more likely they are to play!
3. You may be able to utilise a mix of people to run these including coaches, volunteers, or have external providers come in to deliver (i.e. fitness classes). You may even need to charge a fee to cover the cost of paying someone to run the programme, but often that is better than not having anything available at all.
4. As you are promoting to your current members utilise your email database, clubhouse flyers, social media, text messaging, and word of mouth to encourage members to take part.
5. Review regularly to help continually improve your offering.