

CAPABLE CLUBS SNIPPETS

SET MEMBERSHIP & PARTICIPATION GOALS

Overview

Setting goals are important for squash clubs of any size and one goal that will impact all others is club membership and participation. More members means more income, more potential volunteers, and improved club culture and atmosphere. But a club must be able to accurately measure and track these.

Brief Summary

1. Make sure your current membership database or Hello Club account is up to date with all members
2. Break down your current membership numbers into the different demographics (i.e. junior/senior, male/female)
3. Identify if you have any particular demographics you need to focus on
4. Decide on the ideal number of club members you would like to have in five years' time in each category
5. Working backwards, set smaller goals to determine how many members you would need to have after three years, one year, and three months.
6. Use the Club Programmes lessons to learn how to create participation opportunities to



Linked Resources

[Participation and Membership Goals](#)

Key Points

1. Having easy access to record and track membership and participation numbers should be a priority for any club. Being able to break down by age group and gender will help determine where a club needs to focus efforts, and ethnicity data is becoming increasingly important too
2. When determining membership goals, around 60-80 members per court is a good guideline with anything over 80 members per court reaching near capacity. The number of casual and non-member participants a club has can also impact this figure
3. By breaking down the five year goal into a number of smaller targets, it makes the overall goal far more achievable and lets the committee see more regular wins
4. Depending on your club offering you may like to include participation numbers as well which can be casual pay-to-play bookings and coaching programme participants
5. Having goals and understanding the current makeup of your membership will help you develop club programmes to attract the types of players your club needs and can grow in