

CAPABLE CLUBS SNIPPETS

WELCOMING NEW MEMBERS

Overview

Once a player has made the decision to join your club, you need to ensure they have a great experience so they become a member for life. Use Welcome Packs to introduce your club fully to new players, and create a Buddy System to use existing members to help integrate them into the club.

Brief Summary

1. Create a welcome pack to introduce new members to your club
2. A new member will always have a lot of questions so include as much information about the club and its activities as you can
3. You may also like to include other free perks like a bar voucher or coupon they can give to another non-member friend or a free court hire
4. Set up a Buddy System where existing members will 'buddy up' with a new member and help integrate them into club life
5. Make sure you have regular contact with new members and help them get the most out of their membership. This will assist in retaining them long term



Linked Resources

[Member Induction checklist](#)
[Welcome Letter template](#)
[Welcome Pack template](#)
[Buddy System template](#)
[Welcoming Process case study](#)

Key Points

1. A new member will always have a lot of questions which they may be afraid to ask, so a welcome pack is a good way to supply them as much information as possible to allow them to make the most of their membership, and ultimately remain a member
2. Include information about the club such as your programme schedule, contact details of other members, coaching opportunities, membership benefits, social events, competitions, and more
3. You may also like to include other perks like a free drink from the bar, a Pro Shop discount voucher, or a coupon they can give to another non-member friend for a free court hire. Some clubs even go as far as offering new members a free coaching lesson. These create great opportunities to get them to test out your club's services and to encourage them to introduce others to the club straight away.
4. Use a 'Squash Buddy' who ideally is a current, established club member around the same age and level who can help integrate the new member into the club
5. This person can be a first point of call for the new member and can help introduce them to other club members, making this process a lot less daunting and far more enjoyable. Some clubs will nominate a particular person at their club as the 'New Member Liaison' who will perform this duty for all new members.