

# VHA SCORE

## Membership

**Team Members:** Carol Hughes (Leader), John Conby, Art Donnelly, Joe Elliott, Kathy McKelvey, Kathy Porter

**Objective:** To find a way to get more people to hear about the VHA and join, and then get them to stay after joining. The VHA is committed to making The Villages a better place, but we need to grow our membership, get to know our members better and get them involved in our mission as well. Most of our ideas in this report revolve around this concept.

### Major Actions

1. Create a Permanent Membership Program with three distinct objectives.
  - A. Recruiting---Which refers to the overall process of attracting individuals from our community to become involved in the VHA.
  - B. Retention---Which refers to, in this case, the process of finding out what means would work best to get members in good standing to continue to be members.
  - C. Metrics---Which refers to a quantifiable measure to assess our membership success. This would include leaders at all levels, VHA Headquarters, under Exec. VP, and Area VP's. Many of our ideas would benefit from such a team being formed.
2. Make the VHA more like a Villages Lifestyle Club.
  - A. Have regular monthly meetings with Reps there to "work the room."
  - B. Have Social Events with snacks and speakers, meet & greets for new and potential members.
  - C. Have grassroots meetings in rec centers to get to know neighborhood Reps. Eventually, Lunch & Learns led by membership. This proved successful at Fenney.
  - D. Provide speakers to clubs, highlighting programs such as Helping Hands.
3. Send out baseline survey to all members with new-member follow-up in six months. As part of the Metrics element, finding out what works and what doesn't, to attract, retain, and engage members in making the VHA all it can be.
4. Do promotions to get email addresses from members (with promises to not sell or share their email addresses).
5. Have promotions, when people join or renew, fill out a slip, it goes into a pot for a drawing for the next Developer's Talk, chance for one of ten up-close seats.
6. Make it easy to join.
7. Need to possibly find something positive on the POA/VHA relationship that membership can all say.
8. Turn membership cards into badges that can be put into plastic holders and worn to each meeting and event. They could have our Village or home state on them to stimulate conversations at meetings.
9. As new people join at New Residents Meetings, ask them to wait at the end and we take their picture as a group and they get welcomed by President/VP personally. We would put their pictures on social media/The Voice.
10. We need to assign volunteers to help gather and write articles for The Voice in anticipation of going to an electronic newsletter.
11. We need business card handouts for our members that have important contact information on the back and place for name, numbers, websites, etc. to give out to potential members.

## **Other Ideas**

VHA needs to have a sufficient number of photographers, perhaps one per area, who function in as many areas as possible for reporting our activities.

VHA should continue to participate in parades and promotional events where we can put out tables of literature, etc., whenever possible, anything to get our brand noticed. A large foam core board with our logo on it placed in a prominent place at eye level at all events would help people recognize our brand.

VHA should “honk our horn” as often as possible. Promote where and when we have given scholarships, money, any stories of us doing good things must be reported.

## **Suggestions for communication**

VHA needs to start capturing all news worthy events, workshops, any contact. Find out where they heard about us, using reporters and metrics.

## **In Conclusion**

It is with great appreciation that I report that all this information came from a wonderfully albeit very small cohesive committee. Ideas came fast and furious at times, and they were added on and modified by the others. It does prove that we can all work together to make the VHA an exceptional organization.

There is one recommendation that should be made, and that is for our number one important recommendation, forming a permanent, ongoing Membership Program. It should consist of more than a program of one, it needs a group of people with a willingness and a capability of seeing new insights and having progressive ideas that will take the VHA on to new horizons, without looking back. This Membership Program will need to be staffed on the basis of needs of the three above listed objectives: Recruiting, Retention, and most importantly, Metrics.

Efforts in this program must be made to identify the dollar costs of these objectives, what financial resources would be required for each, and how these resources would be provided, along with anticipating a source of future funding.

All of this information should then be reported back to the executive leaders for trend detection and early response,