

BEST PRACTICES

Club Recruitment and Retention

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Marketing Your FF Club

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friendship force
INTERNATIONAL

Recruit

Explain

Elevator Speech

Recruit

Invite

- **Club Meetings**
- **New Member Coffee**
- **Taste Travelers' Lunch or Dinner**
- **Getting to Know You Dinners**
- **Incoming & Outgoing Exchanges**

Follow Up

- Call
- Newsletters
- Brochures
- FF Info Letter
- FAQs
- FF Glossary
- Membership Application
- Database

ASK

Mentor

- Call to remind of meetings
- Introduce to other club members
- Profile in newsletter
- Co-assign to a task
- Directory

IN SUMMARY

- Recruit
- Follow up
- Ask
- Mentor

Basic **MARKETING** for Friendship Force Clubs



friendship force
INTERNATIONAL

Marketing
IS ...

Reaching a

COHERENT GROUP (market)

with an *ITEM* or *SERVICE*
(product)

A MARKET

=

A *COHERENT* GROUP

FOR EXAMPLE

Reaching HOUSE PAINTERS

to supply them with

BRUSHES & LADDERS

START with

The PRODUCT:

Brushes & Ladders

WHY?

Without a
product, we can't
define a market:

It's **EVERYONE!**

What does everyone
need?

EVERYTHING!

But nothing
IN PARTICULAR!

But we don't offer

EVERYTHING

We Offer

FRIENDSHIP

FORCE!

Thus,

THE PRODUCT

DEFINES

THE MARKET

WHO NEEDS BRUSHES AND LADDERS (WHO IS THE **MARKET**)?

- Professional house painters
- Professional handypersons
- Do-it-yourselfers

WHO **DOESN'T** NEED THEM?

- Interior designers
- Fine artists
- Sign painters
- and **EVERYBODY ELSE** — dish-washers, cooks, hunters, actors, accountants!

How do you reach this MARKET?

Special Interest Associations (Painters' Union)
meetings, newsletters, social events

Special Interest Journals/Magazines
advertisements, *ARTICLES*, mailing lists

Special Interest Shops/exhibits — displays,
special promotions, advertisements

Places/groups where painters gather

Painting Contractors

So What is Our
Friendship Force
PRODUCT?

Our VISION

&

Our METHOD

Our VISION

Peace Through Friendship

Engaging Other Cultures

Person-to-person

Worldwide Friendships

Our METHOD

The *Homestay*

The Human Face of Culture:
Hosts & Ambassadors

The *Cultural* Program

NOT our Product:

- A Travel Club
- Tourism & Site Seeing
- Never out of comfort zone
- Luxury accommodation
- Being served by hosts
- **CHEAP TRAVEL**

What our PRODUCT
IS

Defines our
'MARKET'

Which

COHERENT GROUPS

WANT and/or NEED our

FF VISION/METHOD?

In Other Words ...

WHO is our **MARKET**

(**POTENTIAL MEMBERS**)?

People Who Are ...

Concerned for Peace in the World

Interested/engaged in other cultures

Enjoy giving/receiving hospitality

Feel themselves able to 'make a
difference,' however modestly

Believe travel **BROADENS UNDERSTANDING**

How to **FIND**

Identify

COHERENT GROUPS

that share our FF

VALUES/CONCERNS

Such GROUPS must ...

Be approachable by US

Share GOALS/VALUES with US

Be open to reciprocity and cooperation

Have MEANS to REACH their members

Be willing to SHARE, SELL, OR RENT
those MEANS to US!

A Few of MANY

Possible

COHERENT GROUPS

Members/participants in Local
COUNCILS ON FOREIGN RELATIONS

Hosts/Supporters for Local
INTERNATIONAL VISITOR CENTERS

INTERNATIONAL ASSOCIATIONS

at Schools & Universities
(students/faculty/staff)

PARENTS/FORMER PARTICIPANTS
STUDY ABROAD PROGRAMS

HUMANITARIAN MISSION GROUPS

- Habitat for Humanity
- New Eyes for the Needy
- Doctors Without Borders

GLOBAL CONCERNS GROUPS

IN RELIGIOUS CONGREGATIONS OR
COMMUNITIES

PEACE ADVOCACY GROUPS

- War Resisters International
- International Campaign to Ban Land Mines
- Women's International League for Peace & Freedom

**RETURNED
PEACE CORPS VOLUNTEERS**

PARENTS & PARENTING GROUPS

Hoping to Develop **GLOBAL PERSPECTIVES** in their Children

- Sub-groups within the PTA
- Parenting for Peace & Justice Network
- Another Mother for Peace

SOCIAL CLUBS WITH A GLOBAL REACH

- Rotary International
- American Association of University Women
- Lions Clubs
- Kiwanis Clubs

APPROACH

ONE GROUP

AT A TIME

Create a Separate,

TARGETED

Campaign for

EACH GROUP

***TEACHERS CARE ABOUT
expanding their
UNDERSTANDING OF
OTHER CULTURES
(OFTEN to improve their
TEACHING)***

***WHEREAS RELIGIOUS
GLOBAL CONCERNS
GROUPS***

***Seek understanding
among religions and
peace between Peoples***

Assign Specific
Committee Members
Responsibility for

EACH

COHERENT GROUP

FOLLOW THROUGH —

DON'T

SHORTCHANGE

YOUR EFFORTS ...

**WORK YOUR
PLAN!**

1. Social events
(wine & cheese, dessert)
2. Follow-up calls
3. Invite to Club events
4. Invite to join in hosting,
dinner- and day-hosting
5. Invite to join outbound
exchanges

***AND, NO MATTER
WHAT THE GROUP,
ALWAYS, ALWAYS***

MAKE THE

ASK:

PLEASE JOIN US!

YOU

can help

Friendship Force

make a difference,

AND

Friendship Force

can help

YOU

MAKE A

DIFFERENCE!

SO JOIN US!



friendship force

INTERNATIONAL