

# Promoting Your Club

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PAQ

- Internally.....Talk by MC .....**Encourage a "competition" to introduce new members - monthly prize for most  
Encourage positive talk - deal with dissenters promptly – no "bad apples" policy  
Stop emphasizing problems - negative talk leads to a negative attitude
- Business card.....**Get business cards printed for club with place for member to write their details
- Newsletter.....**Celebrate members & give recognition for their efforts in the club newsletter
- Meetings.....**Ensure there is Promotional material on display and available to members  
Have club promotional material available for members to take and use
- Members .....**Encourage members to promote Probus – shops, places and people they visit  
Use connections in other community and interest / hobby groups to promote club
- Externally.....Council Listings .....**Ensure your club is posted on council website – Community Noticeboard page  
Send Ward/Division councillor your newsletter  
Provide ward / division councillor with club promotional material for office  
Invite Ward/Division councillor to club special functions - XMAS - Changeover
- State member .....**Prepare a regular piece for his/her newsletter to electorate - promote club  
Provide state member with club promotional material for office display  
Invite to special celebrations and ask for funds for special club functions  
Use as reference for grant applications e.g. Gambling Fund Grants
- Federal member .....**Invite to attend special functions  
Provide federal member with club promotional material for office  
Use as reference for special grants e.g. Volunteer Grants  
Prepare a piece on the club emphasizing seniors and submit for his/her news
- Shops & Offices .....**Where do you shop. Ask & place promotional material there  
What professional services do you use. Ask & place promotional material there  
Other shop & service offices e.g. tyre shop, mower repair shop, car repairer
- Community Noticeboards .....**Regular notice of club events / promotional material there  
Change poster regularly - keep your material looking "fresh"
- Using Media .....Club Newsletter.....**Circulate to other clubs in region - reciprocal agreement - speakers & trip ideas  
Have section celebrating new members and those who introduced them  
Make October special by having a focus on all things Probus & special events  
Produce an "External Version" - Only MC contacts - circulate to possible venues  
Ensure prospective members get a copy on/after/before visiting club  
Have a special meeting in which emphasis is on "bring a friend"  
Circulate "External" version to other local and community groups – Rotary, Lions
- Social Media      Facebook.....**Facebook very successful for reaching newer and younger seniors in your area  
Promote the club and its activities on your Facebook page  
Start a Probus Friends page in your Facebook pages  
Start a Closed Group for your club to protect privacy for members
- Newspapers .....Free Newspaper .....**Get to know the editor by inviting him/her to a club meeting  
Invite editor to club events and outings and special functions e.g. Changeover  
Determine if there is a reporter who should be contacted for stories  
Send "News" not "Olds" to paper - speakers coming up, planned trips, etc.  
Consider taking an ad in the paper regularly - negotiate price for many ads  
Check to see if a "contra" deal is possible - ad in your newsletter about the paper
- Radio.....Commercial .....**What stations are available in your area or region
- & Community Radio**      What are the "rankings" of those stations - listeners in your age demographic  
What is their listener demographic – under 30's, over 40's, etc.  
Do they have a "community noticeboard" for clubs and groups to send to  
When and how often in a week for community announcements  
What "lead time" does the station need for their community announcements  
How would they want notices - phone in or written material  
Is there an opportunity to promote a club event e.g. an Open Day, etc.  
Do they / Will they do an interview with the club promoting Probus
- TV.....Commercial .....**What stations are available in your region or area including community TV
- & Regional**      What are the "rankings" of those stations – state and national rankings  
What is their viewer demographic & and at what times do they watch  
Do they have a community "noticeboard"  
When and how often in a week for community announcements  
What "lead time" does the station need  
How would they want notices - phone in or written - with photo/s  
Is there an opportunity to promote a club event e.g. an Open Day  
Do they / Will they do an interview with the club promoting Probus