FLY FISHERS INTERNATIONAL

RESOURCE COMMITTEE · WORKSHOP 2

ENGAGING & GROWING MEMBERS

Engagement, mentorship, leadership development and succession planning

ALL FISH, ALL WATERS®



TODAY'S AGENDA

THREE PARTS, PLUS YOUR IDEAS



Engaging members



Mentoring new members



Leadership & succession



Discussion after each part

WHAT MEMBER ENGAGEMENT REALLY MEANS

ENGAGEMENT =

PARTICIPATION + **CONNECTION** + **PURPOSE**

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MEMBERS STAY WHEN THEY FEEL…



KNOWN

People know their name and what they care about



USEFUL

They have a role and their skills are put to use



ALIGNED WITH THE MISSION

They believe in what the club is for

INTENTIONAL STRUCTURE

PLAN ENGAGEMENT ON PURPOSE

Planned activities keep members connected better than ad hoc ones.

- Find members who can help lead
- Create frequent touchpoints: meetings, newsletters, social media, outings



SUCCESSFUL CLUBS ARE BUILT FOR ENGAGEMENT



AN ENGAGED BOARD

Board members take active responsibility



COHESIVE OPERATIONS

Club activities draw on well-run operations



FISHING AND MORE

Fly fishing events plus non-fishing activities



TOUCHPOINTS ALL YEAR

Many ways to connect throughout the year

MAKE EVERY MEMBER FEEL WANTED



INVITED not just informed



ASKED not just told



THANKED and followed up with

RETENTION

KEEP NEW MEMBERS COMING BACK



WELCOME EMAIL

Sent as soon as someone joins



TWO-MONTH FOLLOW-UP

Check in once they've had time to try the club



FFI MEMBERS WITH NO CLUB

Reach out and invite them in



DEPARTING MEMBERS

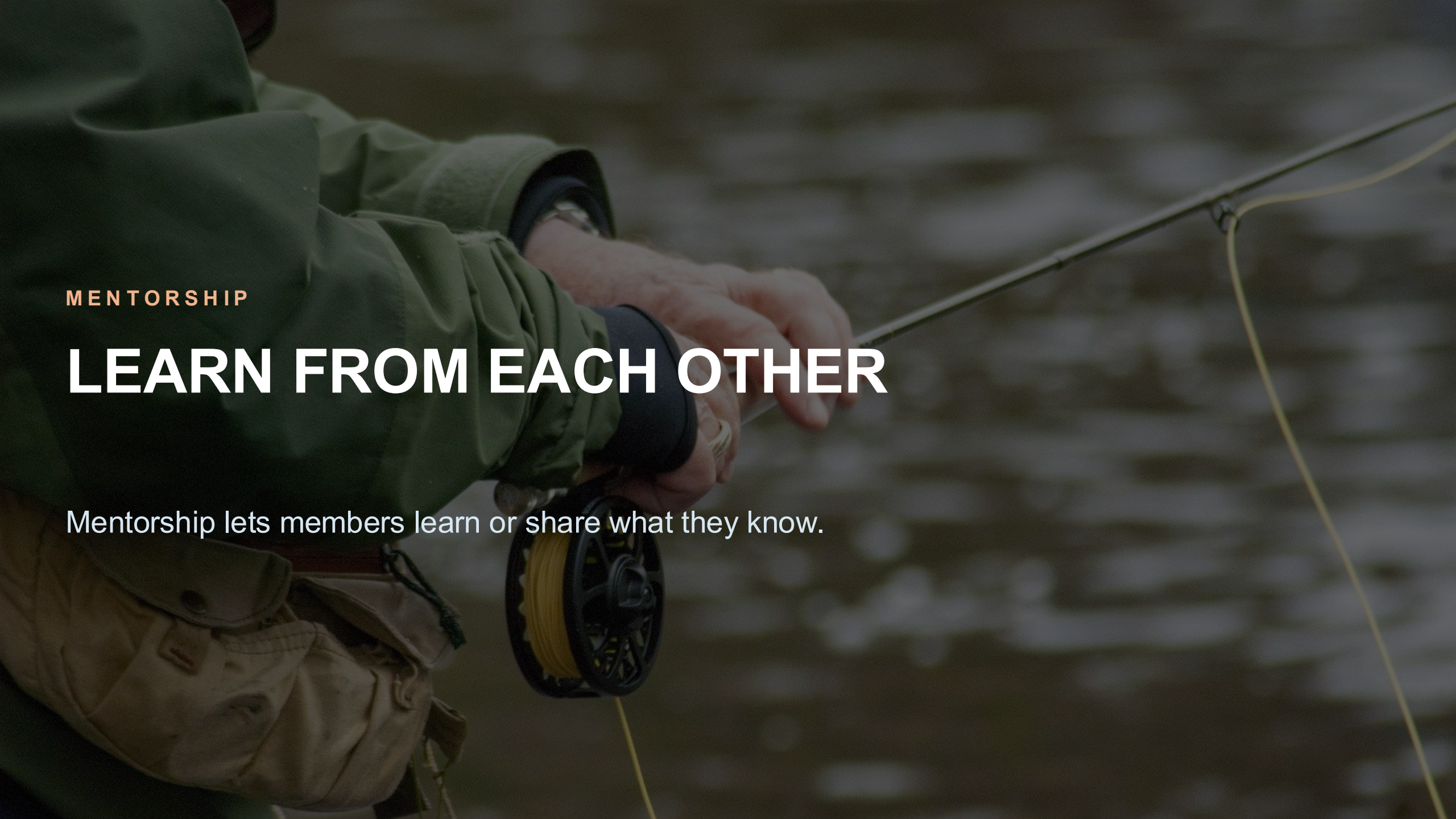
Follow up to learn why they're leaving

DISCUSSION

LET'S TALK: ENGAGEMENT

How does your club engage its members?

What does your club do to make members feel connected?



MENTORSHIP

LEARN FROM EACH OTHER

Mentorship lets members learn or share what they know.

WHAT MENTORING IS FOR

PURPOSE

- Start a connection with new members early

GOAL

- Enhance the new member's club experience
- Deepen their connection to the club

WHO MAKES A GOOD MENTOR

You don't have to be the best fly fisher.

Mentors are experienced club members. Knowing the club's mission and history is invaluable.



HOW A NEW MEMBER GETS A MENTOR

1

A new member joins

The club or council receives the new member

2

Membership Chair is notified

The chair owns the welcome

3

Welcome letter goes out

With an info sheet on meetings, newsletters and outings

4

A mentor is offered

The chair offers to pair the new member with a mentor

MENTORSHIP STEPS

THE MENTOR'S ONE-YEAR COMMITMENT

1

Make contact within a month

Agree on the best way to communicate; meet up if possible

2

Introduce them at their first meeting

Help them meet people right away

3

Share the club's mission and history

Conservation and education, past and present

4

Stay in touch all year

Periodic check-ins through the first year

MENTORSHIP STEPS

WHAT MENTORS SHARE

THE YEAR'S CALENDAR

Meetings, gatherings, outings and resources

THE CLUB'S GOOGLE GROUP

A great resource for staying connected

A SKILLS & NEEDS CHECK

Their experience level, interests, and talents they might share

DISCUSSION

LET'S TALK: MENTORSHIP

Does your club have an organized program that pairs new members with experienced ones?

Does your club offer a family membership, so members can include a spouse or partner and children?

How does your club welcome new members?



LEADERSHIP DEVELOPMENT

GROWING THE NEXT LEADERS

“

Tell me and I forget. Teach me and I remember. Involve me and I learn.

Often attributed to Benjamin Franklin

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VOLUNTEERS FOLLOW PURPOSE, NOT AUTHORITY

COMPANIES

- Authority
- Financial incentives

VS

VOLUNTEER ORGANIZATIONS

- A sense of community
- The organization's purpose
- Shared values and passion
- A desire to make a difference

WHAT GOOD VOLUNTEER LEADERS DO



KNOW WHAT MOTIVATES VOLUNTEERS



DELEGATE TO PEOPLE'S STRENGTHS



SET CLEAR ROLES AND EXPECTATIONS



STAY FOCUSED ON THE MISSION



BUILD A CULTURE OF APPRECIATION

WHAT WE LOOK FOR IN A LEADER

GOOD CHARACTER

- Integrity and honesty
- Respect, in words and actions
- Empathy and compassion
- Humility; asks others for help

PEOPLE SKILLS

- Clear, consistent communication
- Active listening
- Transparency
- Gratitude and recognition
- Humor and a positive attitude

LEADERSHIP SELECTION

TAP A MEMBER ON THE SHOULDER

Open calls for nominations get little response. A personal ask works.

Watch for members with a passion for fly fishing and for leading and approach them at club and council events.



TWO KINDS OF LEADERS TO WELCOME

THE RELUCTANT LEADER

- Didn't seek the role, but finds themselves in it
- Cares about the club
- Has the qualities of a leader
- Has a clear sense of how things could be

THE ROTATIONAL LEADER

- Takes a turn as leadership changes
- Leading is an expectation of membership

BUILD A LEADERSHIP PROGRAM

1

Develop a strategic plan

Overall objectives and long-term goals

2

Assess your needs

What do we need in a leader now and in the future? What challenges are coming?

3

Set SMART goals

Specific, Measurable, Attainable, Relevant, Time-bound

SUCCESSION PLANNING

Plan for the day a volunteer leader steps down.

The goal: a smooth transition and consistency for the club.

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A SIMPLE SUCCESSION TOOLKIT



WRITTEN ROLE DESCRIPTIONS

What each officer does, and when



SET TERM LENGTHS

For example, two- to three-year terms



VICE-CHAIRS WHO SHADOW

VP, membership, secretary, treasurer



A HANDOFF FILE

Contacts, calendars, passwords and how-tos for each role



THE PERSONAL ASK

Recruit successors early, one conversation at a time

DISCUSSION

LET'S TALK: LEADERSHIP

How does your club find new leaders?

How does your club plan for leadership succession?

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THANK YOU

Next up: Workshop 3 — Fundraising for Clubs & Councils

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