



## **GYRO INTERNATIONAL GYRO CLUB SUCCESS STORIES - APPENDIX**

### **REPORT OVERVIEW**

FirstPoint Management Resources was retained by the Gyro Membership Committee to “Conduct research that provides comparison and guidance on strategies successful clubs are using to maintain and increase their membership.” A list of 9 clubs was provided, some had multiple interview subjects listed. Video interviews were conducted with the following clubs: Clinton, Syracuse, Prince George, Edmonton, Long Beach, and Fort Lauderdale.

A base set of interview questions was developed. As expected, each interview went in a different direction based on the Gyro members and what they shared as “Success Stories” about their respective clubs. A summary of each interview is in the Appendix. Written questionnaire responses from the Nanaimo and Caloosa clubs are also in the Appendix.

### **LIST OF APPENDIX DOCUMENTS**

- |                       |                  |
|-----------------------|------------------|
| A. Clinton IO         | Interview Report |
| B. Syracuse NY        | Interview Report |
| C. Prince George BC   | Interview Report |
| D. Edmonton AB        | Interview Report |
| E. Long Beach CA      | Interview Report |
| F. Fort Lauderdale FL | Interview Report |
| G. Peterborough ON    | Interview Report |
| H. Nanaimo BC         | Written Response |
| I. Caloosa FL         | Written Response |



## APPENDIX - A

**CLINTON** – Greg Farwell, Dec 3 – Mike Schult, Dec 8

USP – Club owns its own building in recreation area on river. Meetings revolve around the clubhouse.

MEETING STRUCTURE – Seasonal, Spring through Fall (April-November). Club meets weekly on Monday evenings. Some travel by boat and some by car. Drinks and dinner, no program. Christmas party includes spouses, otherwise no women. Unofficial spontaneous gatherings of small groups at restaurants over winter but not an official Gyro event.

PHILOSOPHY – Club meetings are an extension of the weekend. Cooking committee has assignments and members take turns cooking.

MEMBERSHIP – Stays steady at 48-50. Have not added a new member in 6 or 8 years but member ages range from 20s to 80s.

STRATEGY – Guests are invited to visit as a part of fundraisers to improve the property (raffles). Get a sense after one or two visits whether the guest is a fit for Gyro. Membership recruitment responsibility falls to everyone – not specific to an individual within the club. Retention is very high unless a member moves away or passes away. Gyro considered a professional organization, but community is mainly blue collar. All types of men belong.

PROCESS – Members evaluate potential members for fit. If evaluation is positive the potential member bring them to 3 meetings so they can meet other club members and get to know them. If they fill out application, they skip the next meeting so others can discuss their membership.

WOMEN – Not invited to any meetings. Only exception is Christmas Dinner. (At one point there was a summer event, but spouses did not have strong interest in attending so that event was dropped).

### KEY TIPS FROM CLINTON:

- ***Always be recruiting*** – members encouraged to always be on the lookout for guests to invite
- ***You don't join Gyro for business*** – gatherings are purely social with no direct business focus or community project or fundraising focus.
- ***Recruit within 10 years of your age*** – 70-year-old members are not going to be able to recruit a 30something members but a 40something member might have better luck.
- ***Recruit based on similar interests*** – for Clinton: outdoors, boating, hunting/fishing, home cooking



## APPENDIX - B

### SYRACUSE – Eric Will II, Dec 8

USP – Largest club. 4 Membership Categories. Stick to founder’s vision.

MEETING STRUCTURE – Year-round. Monday lunch meeting except first Monday which is a dinner meeting. 3<sup>rd</sup> Thursday evening is “director’s meeting” where business is discussed – like membership approval. Meetings held in Century Club. Lunch meetings have dropped from 20-25 for lunch to less than 10. Dinner meetings dropped from 25-30 to 15-20. Directors meeting jumped from 15-30/40. That meeting is the most casual. Just had a black-tie event celebrating Syracuse club centennial. Spring fishing/golf outing moved to fall and attendance jumped. Will stay in fall from now on. Other various gatherings – ballpark, etc. Some spontaneous gatherings.

PHILOSOPHY – Stick with the simple brilliant premise of the original 3 founders. Gyro is a refuge and is focused on relaxing and building friendships.

MEMBERSHIP – In all classes, 92 members. Offer 4 categories of membership: Honorary members are for men who have been Gyro members at least 50 years and is free. Senior members are at least 70 years old and have been Gyro members 35 years or longer. Regular members are typical Gyro members. Non-Resident members have relocated but want to remain affiliated with the club – deep discount in dues. Member ages range from 30s to 90s.

STRATEGY – Don’t accept just anybody as a member. You’ll create a revolving door. Have a slower guest introduction and membership approval process. They have intentionally slowed the membership recruitment process to focus more on getting existing members engaged. At present about 40% of members are very active and attend most events. Another 40% are somewhat engaged and occasionally attend events. 20% of members never attend. Syracuse is focused on this group to try to engage them at a higher level.

PROCESS – Membership recruitment process document is attached. Do not support promotion or attendance of international conferences or hosting conferences. They are focused on their club and are stressing the value of being engaged. Recycling older presidents and trying to groom some of the younger members to take charge, (younger men are more engaged with family and not as available for Gyro leadership).

WOMEN – Women are not members and are not invited to most weekly meetings but are included in special events like the recent black-tie gala celebrating the club’s centennial.

#### KEY TIPS FROM SYRACUSE:

- ***Stick to the founder’s concept*** – Gyro is for fun, not philanthropy. Focus on building friendships.
- ***Get members more engaged*** – figure out why some members aren’t engaged and make a special effort to get them involved. The real benefit of Gyro comes from engagement.
- ***Slow down the recruitment process*** – The club is better off making sure the potential member is a good fit for Gyro and gets along well with other club members.



## APPENDIX - C

**PRINCE GEORGE** – Paul Williams & Trevor Slaney, Dec 11

USP – Close focus on connection among members.

MEETING STRUCTURE – Seasonal fall through spring with summers off.

PHILOSOPHY – Small ask is a big draw. Low level of membership responsibility, big focus on friendship and fun.

MEMBERSHIP – Club started to age out about 20 years ago. When Trevor was recruited, club members were two generations older than him. Welcoming and mentoring and younger people recruiting their friends has dropped the club's average age from the 70s to the 60s.

STRATEGY – “Young members feed themselves. The new members grow the club.” One of the club's newest members just challenged everyone to bring a guest – looking for full participation to grow the club. Members encouraged to stop being so picky – get to know new members better after they join, don't keep them out because you don't know them yet. Use split raffles like “Chase The Ace” to provide fun and fundraising.

PROCESS – Most guests at meetings are from members who have been in Gyro less than 5 years. Invite groups of young people at the same time so they don't feel out of place. Changing constitution to accommodate unmarried (widowed) members. Right now spouse attendance is required for one meeting a year.

WOMEN – Invited to select social events – installation, Christmas party, concert night, Valentine's event, garden party.

### KEY TIPS FROM PRINCE GEORGE:

- ***Don't be so picky*** – know guests just good enough to judge them as a fit for the club, then get to know them more deeply after they join
- ***Small ask is a big draw*** – Gyro's lack of community obligation, philanthropy, and focus on fun and friendship is very different than other clubs and needs to be stressed
- ***Young members feed themselves*** – Once you have a few younger members who feel welcome (relatives of Gyro members is a good place to start) they will recruit more friends their own age.
- ***Focus on connection among members*** – Make sure members are engaging in conversations during meetings, follow up by phone with those who haven't been to meetings in a while, carpool or give rides to those who are not comfortable driving at night.



## APPENDIX - D

**EDMONTON** – Dunc Mills, Ron Trant, Fred Schulte, Dec 20

USP – Philanthropy and community involvement. Club chaplain.

MEETING STRUCTURE – Year-round, twice per month with some special events.

PHILOSOPHY – Have fun while giving back. Programming drives engagement.

MEMBERSHIP – Club has 54 members. Meet on first and third Tuesdays. About 25 meetings per year. Some meetings are with spouses (Christmas, Valentines, Installation, Racetrack are all couples events).

STRATEGY – History of club is to respond to community need to support youth exercise. Club build many playgrounds and beach recreation in its early days. Established a scholarship fund at Univ. of Alberta. Club uses a hockey card fundraiser to generate discretionary funds. Meeting location varies between golf clubs and university clubs. Two other clubs in area.

PROCESS – Multi-pronged process of potential member identification. Members reach out to their contacts through clients, friends, family, work, golf, gym or other personal connections. Speakers for programs are always needed and sometimes the speakers become interested in Gyro after speaking there. Member responsible for lunch speaker also calls all club members to determine whether they will be at the meeting in order to give an accurate guarantee. Chaplains receive free club membership and support club members through hospital and home visitation.

WOMEN – Gyrettes have their own constitution and Bylaws and meet separately on alternating weeks.

### KEY TIPS FROM EDMONTON:

- ***Get members involved*** – new members are involved in program planning and leadership very quickly and participation of members is tracked so that nobody is overburdened with doing too much.
- ***Foster a sense of ownership*** – new members need to feel like they are highly invested in the club and its activities. Sponsor has a big responsibility to ensure engagement.
- ***Programs and events*** – members are responsible for finding speakers and there is great variety of speakers and topics. This novelty always keeps members guessing.
- ***Active Independent Gyrettes*** – create opportunities for immediate spouse connection with guests.
- ***Concentrate on 50+*** - retired or near retirement aged guests are the most likely to convert and don't have as many family and job-related responsibilities.



## APPENDIX – E

### **LONG BEACH** – Rick Adams and Patrick Mahoney, Dec 20

USP – Club membership limited to no more than 40.

MEETING STRUCTURE – Limited club size facilitates meeting in the homes of members 6 times per year for stag meetings. Social events are held on Friday in alternating months. Reception, business then dinner. Business portion is very short.

PHILOSOPHY – Club must stay small enough to facilitate meeting in the homes of members. Maintain a waiting list for members when needed

MEMBERSHIP – Limited to 40 or less. Connection to country club created a “club within a club” structure and people wanted to join based on exclusivity. Less reliance on country club now, but still high percentage of club membership. 25% under 50. Youngest member 28.

STRATEGY – Careful vetting of potential members to make sure the fit with existing members is very strong. Reliance on children/grandchildren of members to introduce a balance of younger members. Young members take over recruiting.

PROCESS – Club has low turnover and maintains prospective member contacts through members. When there a member moves away or passes away members have guests who are ready to attend and be vetted by other members.

WOMEN – Not invited to Wednesday stag meetings but 3-4 will attend to help prepare dinner. Invited to all events – this occurs in alternating months.

#### KEY TIPS FROM LONG BEACH:

- **Limit club size** – original intent was to keep club membership small enough to host an event in a private member home. That is still possible for most members today.
- **Country Club affiliation** – one element that kept the club membership strong was a direct affiliation with a country club. Perception of exclusivity kept demand high for membership.
- **Use children/family of members** – the gateway to the next generation is recruiting or inviting children of Gyro members. Younger members, once recruited, will recruit additional younger members.
- **Make it fun** – circle of friendship and fun is the core of Gyro.



## APPENDIX - F

### **LAUDERDALE** – David Vlazny, Dec 27

USP – Informal meetings are the most popular.

MEETING STRUCTURE – Party at home of a member (disrupted by COVID), meetings on 2<sup>nd</sup> Tuesday or Thursday at restaurant (business meeting & less popular), last Wednesday lunch – informal and very popular with members from a networking standpoint.

PHILOSOPHY – Need to get out of comfort zone to recruit new members – (existing members may resist adding new members because they are comfortable with current members.)

MEMBERSHIP – Between 10 & 15. Last new member added 2 years ago. Had several guests lined up as potential members prior to COVID. All plans on hold until this phase of COVID has passed.

STRATEGY – No special training program or designated person for membership. If a member clicks with someone and they think they would be a good Gyro member, they bring them to an event as a guest. Club has been engaged in district events and awareness level with international is higher. Very high praise for Steve Anderson and his enthusiasm for Gyro. Having him engaged helps inspire the club.

PROCESS – Creating fun parties and events helps retain current members and attract new ones. Worked to keep politics out of the discussion – (very politically charged since COVID).

WOMEN – Gyrettes very involved and appreciated for their work preparing in-home parties for the club. No special outreach for women, persons of color, or LGBTQ. Members are looking for very social people who are a fit. If they happen to be a minority, that's fine.

### KEY TIPS FROM FT LAUDERDALE:

- ***Don't resist new member recruitment*** – members who have become very comfortable with current club members need to support new member recruitment. Natural inclination is to leave things comfortable.
- ***Go after very social members*** – some people just aren't social. Those who are, tend to be better candidates for Gyro membership and fit in better with the group.
- ***Parties and fun events matter*** – members take turns creating fun social events. These events are the real spirit of Gyro.
- ***Call Steve Anderson*** – for clubs looking for a boost or an injection of Gyro enthusiasm



## APPENDIX - G

### **PETERBOROUGH** – Dan Bliss, Dec 30

USP – Club is structured around business connections, specifically in construction industry.

MEETING STRUCTURE – Year-round. Monthly business meeting at restaurants or catering area plus one monthly fun event. Gyrettes meet separately once per month.

PHILOSOPHY – Club still has two members that are in it for fun only but the rest have been recruited so that they can receive non-competitive business referrals within the club. This helps retain members.

MEMBERSHIP – Currently at 21. Youngest member in his late 20s. Business startups in construction and related trades are key target. New business referrals keep members engaged. Fun is a central component. Very active Gyrettes help spouses engage and feel welcomed right away.

STRATEGY – They call it “building a house.” Members are recruited to fit into each facet of home/commercial construction. This allows members to refer business to each other during meetings. Competitors are not recruited. Club does not have a great retention record with members who are not part of this scheme – only two left and they are long-time members.

PROCESS – Very high degree of specific targeting by job/occupation/company. Each member fits into some facet of construction or provisioning new construction or renovation. Zoom since COVID with just a few in person meetings. Recruitment on hold until latest COVID surge is past. Having very active Gyrettes help spouses feel immediately welcomed and is a big factor in new member recruitment and retention.

WOMEN – Have their own monthly meeting and very involved in special events. Spouse of guest is immediately welcomed into organization.

#### KEY TIPS FROM PETERBOROUGH:

- ***Business is the hook*** – provides a strong economic reason for members to stay engaged
- ***Gyrette club is a major asset*** – very active and engaged – keeps spouses happy with the club and club activities.
- ***Tight focus on potential members*** – Club is all about business referral in blue collar trades. Fun comes next.
- ***Networking is key*** – being able to share business and fun keeps the club active and members engaged





## APPENDIX - H

### NANAIMO

#### HISTORY

1. Can you tell me how the club started?

*The Gyro Club of Nanaimo was inaugurated on August 12, 1922.*

2. Can you describe points in the history of the club that really stick out as important?

*Like most gyro clubs the age of the average member was increasing, however a younger member joined invited friends and continued the trend. We now have members in their early 30s all the way up to 90s*

3. How has membership in the club changed since you've been involved?

*we had a large number of new members, however several older members who are no longer able to attend have left the club. COVID has obviously changed things dramatically as well, notably no handshaking / less comfort in large events.*

4. How has the community or region served by the club changed through the years?

*Nanaimo Gyro's have a long-standing history of building city parks in Nanaimo. There are 8 parks with Gyro in the name, and 17 parks total we have had involvement in building/improving. In 1986 the Nanaimo Gyro Club established an annual \$1,000 scholarship in memory of Elmer Bradshaw and Jack Ryan, who presided over the Club in 1934 and 1935, respectively. This initial award has grown into two scholarships of \$2,000 each.*

5. Your club represents one of the most successful in Gyro. Is there a time when it wasn't so successful? If so, what caused the change?

*We have always been healthy as far as I know.*

6. What was your experience like when you joined the club?

*Near instant acceptance / feeling of belonging.*

7. Are there things about the club you like more now than when you joined?

*Stronger personal relationships with members.*

#### PRODUCT/PROGRAM

1. Can you describe a club meeting?

*While we have a formal agenda, the club meetings themselves are full of fun and teasing each other. We prioritize having fun as one of the more important parts of the meeting. restart with one hour of cocktails, call the meeting to order, have the meeting and then stay around afterwards to catchup.*

2. Are certain types of programs favorites with members?

*We have a " guess who's coming to dinner" monthly event that is quite popular. We also have seasonal events such as Christmas parties in Oktoberfest.*



## GYRO INTERNATIONAL - GYRO CLUB SUCCESS STORIES - APPENDIX

3. Do charitable community events or special project work play any part in recruiting new club members?

*One of our members hosts an annual event raising money for the child development center which is well attended by the club.*

4. Can you describe any traditions or programs that have become part of your club culture?

*We have a "fine jar" to tax people that are underdressed or simply want to tease for some made up reason. This is an enjoyed part of the evening.*

### PEOPLE

1. Does your club have a special member who is responsible for much of your member growth?

*Often the current president / VP tends to increase their recruitment efforts.*

- a. Y – tell me about him and what he does?

*Reaching out to colleagues/friends that have not yet joined and offer a free meal/fun evening out.*

2. How do women engage with the club?

*Most events are co-ed.*

3. Can you identify any specific impact women might have had on club growth?

*I think it would increase growth, but may result in loss of some current members*

4. Have you worked to increase diversity in your club?

*Not at the club level but I have been involved in many conversations at the International level attempting to increase diversity across a number of areas.*

5. Does having younger members in your club factor into your growth?

*Much of our recent growth has been from younger members. They are more likely to have friends not yet in Gyro. Long-term members have typically tried to recruit their friends previously. \*For Peterborough, Clinton, Nanaimo, and Prince George.*

6. Your club has been especially successful in recruiting younger members. Can you explain how that happened or any special programs or steps you took to recruit younger members?

*Once a young person is in, it is much easier to recruit others. Younger members tend to sit with other young members initially and eventually spread throughout the room.*

### LOCATION

1. Can you identify anything special about your city/town that makes it a great fit for your Gyro club?

*Gyro does better in small towns where connections are very important.*

2. How does your club decide on a location to hold a program?

*The board of directors decides.*

3. Does location you choose for programs figure into your strategy for finding and recruiting new club members?

*Somewhat. We are at a golf course where several Gyro members are also golf club members*



## GYRO INTERNATIONAL - GYRO CLUB SUCCESS STORIES - APPENDIX

4. Has your club done anything special to assist club members who have trouble driving attend events?

*A close by Gyro will typically pick up any friends that can't drive.*

5. Has your club managed to keep members connected virtually during COVID? Can you describe how that has worked?

*Zoom events + emails from very old meetings that had funny minutes.*

### STRATEGY/PROCESS

1. Can you talk about your club's process for identifying potential members?

*No formal process.*

2. How do you reach out to potential members – what is that process?

*Bring them to the meeting. We have a great conversion rate once someone attends a meeting.*

3. Is there a particular message about Gyro that seems to resonate with potential members in your area? If so, what is it?

*Friendship and Fun.*

### AFFILIATION

1. Is there some common element besides Gyro membership that connects club members, (labor union, country club, large employer, business organization)?

*Friendship.*

2. Does your club partner with other groups or organizations? If so, can you explain how that works?

*Other Gyro clubs only.*

3. Are there any business ties between the club and specific businesses for referral, literature distribution, member benefits, or other cooperation? Can you explain how that works?

*Nothing official, though many members are business owners and may give discounts to each other.*

### COMMUNICATION

1. How often does the club reach out to members?

*Minimum weekly.*

2. Can you talk about any special outreach program or follow up program for visitors?

*Direct by referrer.*

### PROMOTION

1. How does your club prepare members to invite potential members to the club?

*They can bring to a meeting with no notice.*

2. Can you share how potential members find you if they are looking on their own?

*Website primarily.*



## APPENDIX - I

**CALOOSA** John Bint, 2031 Corona Del Sire, North Fort Myers, FL. 33917

Email: [standlake@ameritech.net](mailto:standlake@ameritech.net). Phone: 330-605-3382

Caloosa Gyro Club, Florida – Full member

Canton Gyro Club, Ohio – Associate member

### History of the Caloosa Club.

1. This club has been in existence for ten years. It was started by the current president, Steve Anderson. Steve is a long time Gyro member (Seattle Club) and having moved to Florida started the Caloosa Club with three other Gyros, one of them being myself. Two of us are snowbirds so we are only in Florida for 6 months of the year. From a very small beginning it has grown to around 20 members, including 4 associate members.
2. Starting a club requires a very strong and patient leader as things don't happen overnight. I noticed that Steve was that person. Without his constant prodding and ideas, the club would not have gotten off the ground or lasted. I live in a gated community and we soon realized that this was a good recruiting ground. We now have 6 members from this community and are in the process of recruiting 2 more.
3. Not really. A short time after we formed, we came to the conclusion that the membership would be of retirement age. We have tried to recruit younger members but were not been successful in retaining them. So, our drive is now to concentrate on the retirement community. The downside to this is the attrition rate is high due to health or other reasons. This means that we must be very active in bringing in new members on a regular basis and have made our members aware of this.
4. The region served is SW Florida, Cape Coral and Fort Myers which is a resort area and has a rapidly growing population. Many of the people living here are retirees, or snowbirds here for 3- 6 months a year. This is why we have made the decision in (3) above.
5. Not really, except when we failed to hold onto the younger working members.
6. My first club was at Canton, Ohio where we had a mix of older and younger members. This is not the case with Caloosa where the average age is approaching 80!! We realized after some time that we needed a different recruitment strategy. One of these was to bring in Associate members (Gyros from other clubs) who were spending time in Florida. Although this doesn't increase the overall number of Gyro membership, it adds to the interest of local members for meetings and socials.
7. We are better organized, with a program of regular Stag meetings and Couples Socials.

### Product/Program

1. Due to the fact that we have a number of snowbird members, our program is probably different to other clubs. In the winter/spring months we have two Stag lunch meetings per month (1<sup>st</sup> and 3<sup>rd</sup> Wednesday) and one Couples social per month.
2. Generally, the first meeting is when we discuss business, events etc. and the second is more of a get together for just socializing.



3. I think that house parties are probably the most favored, as they are less expensive than restaurants and it is possible to do things that would be difficult in a restaurant – such as games, gift exchanges, white elephant auctions etc.

Picnics are also a favorite, which we combine with a visit to an interesting place (model aircraft aerodrome, Riverside or park venue. We tend to only have restaurant socials for Christmas or special events such as installation of officers or when we have nothing better planned.

4. We invite guests to all socials and stag meetings. I personally feel that it is better to get the interest of both prospective member and wife by inviting them to one or more socials first, rather than the man to a stag meeting first. If the wife had a good time, this would help the prospect to decide to join.
5. I have not experienced this, but recently the breakfast group (see later) presented a glass plaque to a waitress and the local press covered it. Our club got mentioned in the write-up. We will have to see if this generates any interest in joining us. My experience is that one of the things members like about Gyro is that we do not take part in charitable or community work. This can be done by Jaycees or other associations that many members also belong to.
6. At one of the Stag meetings each year we ask members to give us ideas of what they would like to do for couple's socials. Unfortunately, this does not usually produce many ideas and it is left to the Board of Directors or the President and Secretary to organize. In my former club we would have a planning event in a restaurant and invite wives to attend to have their input.
7. In Caloosa we publish a program of all Stag meeting dates and list the names of prospective chairmen to organize the socials. If the designated Chairman accepts the role, he is responsible for organizing the event (with help from the secretary or President). The program is firmed up for the first part of the year and updated over the year.
8. The club is too young to have many traditions other than the annual Christmas and Installation Parties. Covid has also restricted what we have done over the last two years.

One event that has become an annual feature is a Shuffleboard tournament at a local Country Club followed by dinner in a member's house. In the past we have had a lobster fest in a local park. This was popular, but the cost became prohibitive, so it was dropped. We also have a speaker program, which usually involves couples. We had speakers from the Coast Guard and will have the local police give a talk next month.

### **People**

1. We do not have an official recruitment officer. As I mentioned earlier, I believe that a club needs a strong mentor or mentors. In our case this year it is the President Steve Anderson, who constantly reminds members to invite their friends to events.
2. I believe that women are critical in the recruitment process as it can be the wife/partner who will give the added push to a prospect to join the club. If at a social the wife has a good time that will win half the battle. That is why I suggest to members to invite prospects to a social event initially, before bringing them to a Stag meeting.
3. See above. In my case it was the wife of the club president who invited my wife and I to a party and that is when I became interested.



4. No, I have not worked to increase diversity. The subject has not been raised in my club. I am not personally against it; however, I am not sure that the members are ready for it. I believe that the idea of allowing women to join was floated at a convention and was voted down.

**Location**

1. Only that there are a lot of member prospects in the age group that we are looking at!
2. For Stag meetings we try to find a venue that is fairly central to all members. We have not been successful in finding a permanent location yet. Generally, it is the President and Secretary who decide on the location. We survey members after trying a new place to get their take on it. For Socials it is responsibility of the chairman to decide on the location, depending on the number of attendees we expect.
3. Yes, we believe that Country Clubs are good recruiting sites. We have 6 members from my community and looking to get 2 more soon. To this end we have held speaker events there and organized a bus trip from there to visit a sugar mill in central Florida. Sounds a bit uninteresting, but it brought in 2 guys!!
4. We always carpool if we have to travel any distance. This is easy to do in a small club.
5. To my knowledge, the only person to use zoom with corporate is the president. We have kept in touch by email. Covid greatly reduced our activities last year although we still had a picnic, which members were ok with as it was in the open air.

We are currently holding meetings and planning socials in spite of the virus

**Strategy/Process**

1. We are big believers in “bring in a friend or associate”. This has the advantage that you are bringing in someone you know and is going to be the type of person who would be a good fit for the club. I am personally not in favor of advertising for members, as you have no real control of who you are bringing in.
2. For the Caloosa Club a breakfast club has been a good recruiting tool. There are many people that would like to join a group for breakfast and conversation. During breakfast the prospect will hear about Gyro and pique his interest.
3. In the Canton Club I was involved with forming a golf group. Members were asked to invite prospects. The same would happen again. The prospect would hear that it was a Gyro function and after a few games would quietly be told that it was for Gyro members only. Hardly without exception he would join.
4. believe that it is all about being a friendship association. I guess that being part of an international organization is a plus to some people. I think that over the years this latter point has decreased. This is probably because the average age has greatly increased, and people are not so interested in travelling to conventions.
5. We do not have a membership director. We make it clear that each of us has a duty to bring in new members.
6. We do not have any specific program to retain members other than trying to keep everyone interested with the speaker and social events etc. I suppose that the breakfast club and golf group fall into that category also.



**Affiliation**

1. Not really, except the Country Club aspect.
2. No, we do not partner with other groups.
3. Not to my knowledge.
4. We have no business ties.

**Communication**

1. We have a Bulletin Editor who sends out a monthly bulletin, which summarizes events past and future. The secretary sends out the Stag meeting minutes. (one or two times per month). He also sends frequent emails to remind members of the dates of meetings and events. Flyers are sent out for parties and other events by the secretary.
2. If we are talking about prospective members, the President or the sponsor will do the follow-up.
3. A copy of the Bulletin is sent to officers of Gyro Intl. The Bulletin will give details of special events.
4. Most of our members use email. We know that some don't read them frequently, so we send a copy to their spouses!

**Promotion**

1. We have the Gyro Intl. literature (pamphlets). Thinking about it, I don't recall that we have discussed with members how to go about it. Perhaps some guidance would be appropriate.
2. See 3 below
3. My gated community, (1,300 homes) has an internal google network which the majority of homeowners can join. I have previously mentioned, I am not a big supporter of general advertising, but when we have a speaker event or a bus trip, I do send out an email with details and inviting anyone to attend. I add my phone number and email address, so they can contact me.
4. We did with the Sarasota and Naples clubs, but unfortunately, they have folded. At the moment we only have two clubs in Florida, Caloosa and Fort Lauderdale and the latter is not very active, so this not a possibility now. My Canton club has several joint events with the Akron and Cleveland Heights clubs. A Golf tournament, Baseball games, Pig roast, mini golf, mansion visit. A number of the socials (dinners) are joint Canton/Akron events.

**Final Comments**

We have a tough job to keep the association alive going forward, but we in Caloosa will continue with our "Bring a Friend to Gyro" campaign which we feel is the best way to flourish.