

George Wittorff is a member of the Board of the NRAA, given the task of addressing membership issues facing the movement at a national level, and developing and investigating strategies that State Associations and local clubs may gainfully use in a concerted effort to attract and retain members.

This is the fourth of a series of articles aimed at achieving that goal

30 Ways to Advance Shooting as A Positive Sport

How many of us agree that Membership is our most important issue, but wonder where or how to address the issue on a personal or club level? I have listed an incomplete and somewhat random list of easily achievable activities individuals and whole clubs can do.

It doesn't matter what you try, as long as we collectively get off our backsides and try something. DO NOT gloss over this list. Decide to try at least one approach NOW.

- 1 Lead by example. Ask someone to the range to try out
- 2 Use "Try Target Shooting" flyer from NRAA website
- 3 Give club incentives for those who introduce a new member
- 4 Advertise shoots and profile members in local newspapers.
- 5 Make contact with local TV news reporter.
- 6 Have a clear club membership goal & a strategic plan. See "*Membership Plan for Clubs*" on NRAA website.
- 7 Get club activated to run a CATTS (or similar) program.
- 8 Have a club booth at malls, fairs, festivals etc.
- 9 Place pamphlets in sporting shops, gyms, cafeterias, barbers, etc.
- 10 Hold a club meeting only on membership
- 11 Make membership items one minute at every club shoot
- 12 Put together visitor information packets
- 13 Invite family members to join
- 14 Send letters to people in the news with an invitation to visit the club on a range day
- 15 Print club business cards with club location and time
- 16 Make prospective members feel important
- 17 Honour members with recognition or awards for their club efforts
- 18 Don't take age or gender into consideration
- 19 Make some club shoots social events
- 20 Build a club web site
- 21 Use group email to promote your club
- 22 Ask corporations and employers to sponsor or subsidize membership
- 23 Have a reward program for those who bring in new members
- 24 Create more fun
- 25 Invite the media to cover important team shoots
- 26 Use word of mouth
- 27 Follow up with guests and visitors
- 28 Lead by example—how many members have you recruited?
- 29 Provide guests with a first free shoot
- 30 Look for members in ethnic groups not represented in your club