



Club Visits

Session Outline

Introduction

The purpose of this session is to assist Area Directors in developing strategies to, through club visits, support and motivate clubs in providing the best possible member experience, enhancing member retention, and building membership.

Overview

First, Area Directors will discuss the elements of a successful club visit. Then, they present their key ideas to the rest of the participants. Finally, they will brainstorm how they can identify success and prepare to support clubs.

In this session, facilitators discuss the following topics:

- ▶ What is a Successful Club Visit?
- ▶ Club Visit Outcomes

Objectives

After completing this session, Area Directors will be able to do the following:

- ▶ Identify what a successful club visit looks like
- ▶ Recognize club visit outcomes
- ▶ Develop strategies to hold productive and successful club visits

By meeting these objectives, Area Directors will support their Area in delivering the best possible member experience.

Materials

- ▶ PowerPoint
- ▶ Session Workbook PDF

Time

- ▶ 1 hour 38 minutes

Facilitated Session

(98 minutes)

In this session, Facilitators deliver the following topics:

- ▶ What is a Successful Club Visit?
- ▶ Club Visit Outcomes

Sequence

- ▶ Introduction (5 minutes)
- ▶ What is a Successful Club Visit? (38 minutes)
 - Title Slide (up to 2 minutes)
 - Breakout Room Activity (up to 18 minutes)
 - Whole Room Discussion slides 1-2 (up to 10 minutes)
 - Review slide (up to 3 minutes)
- ▶ Club Visit Outcomes (45 minutes)
 - Title Slide (up to 2 minutes)
 - Whole Room Discussion slides 1-2 (up to 4 minutes)
 - Breakout Room Activity (up to 28 minutes)
 - Whole Room Discussion slides 1-5 (up to 8 minutes)
 - Review slide (up to 3 minutes)
- ▶ Conclusion and Assessment (10 minutes)
 - Conclusion Slide (up to 4 minutes)
 - Assessment Slide (5 minutes)
 - What's Next Slide (up to 1 minute)

Facilitated Session

(53 minutes)

In this session, Facilitators deliver the following topics:

- ▶ What is a Successful Club Visit?

Sequence

- ▶ Introduction (5 minutes)
- ▶ What is a Successful Club Visit? (38 minutes)
 - Title Slide (up to 2 minutes)
 - Breakout Room Activity (up to 18 minutes)
 - Whole Room Discussion slides 1-2 (up to 10 minutes)
 - Review slide (up to 3 minutes)
- ▶ Conclusion and Assessment (10 minutes)
 - Conclusion Slide (up to 4 minutes)
 - Assessment Slide (5 minutes)
 - What's Next Slide (up to 1 minute)

Facilitated Session

(60 minutes)

In this session, Facilitators deliver the following topics:

- ▶ Club Visit Outcomes

Sequence

- ▶ Introduction (5 minutes)
- ▶ Club Visit Outcomes (45 minutes)
 - Title Slide (up to 2 minutes)
 - Whole Room Discussion slides 1-2 (up to 4 minutes)
 - Breakout Room Activity (up to 28 minutes)
 - Whole Room Discussion slides 1-5 (up to 8 minutes)
 - Review slide (up to 3 minutes)
- ▶ Conclusion and Assessment (10 minutes)
 - Conclusion Slide (up to 4 minutes)
 - Assessment Slide (5 minutes)
 - What's Next Slide (up to 1 minute)