

## Summary of SE Regional President's Conference, April 26, 2014

Place: GTCC, Medlin Campus Center, Jamestown, NC

SE Region: NC, SC, GA, TN, KY, AL (18 clubs in the region)

Number of delegates: 15 delegates present representing 7 clubs in the region

Led by SE Representative, Tom Laggy, Birmingham, AL, and Kathy Thomas, Chief Executive Officer, FFI

### **Recruiting New Members Discussion**

1. Have meetings designated to recruit new members – send invitations to specific people to attend a dinner meeting on FFI.
2. Promote FFI by speaking at other clubs to which members belong.
3. One on one works best
4. Provide business cards to members to use when acquaintances inquire about FFI.
5. Have chapter brochures
6. If using a slide presentation to other clubs, be sure to include pictures of members of your own club.
7. Use World Friendship Day
8. Have a spaghetti dinner – free to a member who brings a guest
9. Use the Leadership Resources Tool Kit and the membership video
10. Set up booths at festivals
11. Have Sunday afternoon open houses for invited guests
12. Use Open World as an opportunity to recruit and educate

### **Summary of 2013 Survey Questions on Club Membership**

1. Most club memberships are in the 31-70 member count.
2. 48% of the clubs are stable; 32% are growing, 20% are declining
3. Membership range in 61% of the clubs is getting older; 23% stays stable; 16% is getting younger
4. The Canadian clubs are growing and getting younger but their clubs did not get established until the 90's.
5. The current age range for most clubs is 60-80 years of age. In order to be sustainable, the age range should be 50-70 years of age.
6. 34% of the clubs charge \$25 for individual memberships, 24% charge \$30, 14% charge \$35, and 12% charge \$20. 29% of the clubs do not offer a discount for family memberships. For those that do have family memberships, the range is \$35 to \$50 with the majority charging \$40.
7. 70% of the clubs said the \$100 hosting fee was insufficient. FFI has stated clubs can ask for additional money from the ambassador club. Good communication between the clubs is a must.

8. 61% of the clubs offer some form of reimbursement for outbound exchange directors. FFI has suggested each ambassador pay 5% of the ED's travel cost (would therefore be free if over 20 participants on an outbound exchange).
9. 26% of the clubs offer some form of compensation for an inbound exchange director, i.e., reimbursement of expenditures, waiver of club dues, free meals, or \$100-\$600 credit toward a future outbound exchange.

### **The Social Media Age – Engaging the Next Generation**

1. The Traditionalists were born from 1928 to 1945 (age 68+). They are loyal joiners, respectful, and fiscally conservative.
2. The Boomers were born from 1946 to 1960 (ages 53-67). They are competitive, anti-authoritarian, and idealistic.
3. The Generation X were born from 1961-1979 (ages 34-52). They are self-reliant, mistrustful, and dedicated parents.
4. The Generation Y were born from 1980-1995 (ages 18-33). They are immediate, optimistic, and digital natives.

Social media is important for engaging new members. Facebook is the best choice to use for our club structure. It is a tool for members to communicate with each other and with FFI. Members should be encouraged to share messages and photos with one another.