

# PW Club Development

Ideas for increasing & developing adult participation



## Varied Membership

### **Aim:**

To make club membership accessible to all.

**Duration:** Annual, on going.

### **Run by:**

Club secretary or membership administration

### **Example content:**

Membership options – summer holiday, student, social (shorebased activities only), couple, family (i.e. 2 adults & 2 children), retired, trial period. Scalable costs linked to each type of membership option. Possible discounts to certain member groups. Early bird discounts on membership purchased i.e. 3 months before last renewal date.

### **Kit required:**

Administration system. Internet.

### **Benefits:**

Member recruitment & retention.

### **Options:**

Have fixed dates for new memberships and re-newals i.e. every 3 months so it is easier to manage.

For more information, ideas, templates and planning tools, please visit [www.pwpulse.co.uk](http://www.pwpulse.co.uk)

