

## Overview

Whenever a Porsche owner joins the Porsche Club of America, they have in mind to be able to get to know other Porsche owners, attend social events and compete in competitive events, AutoCross, Concours, Rally, Driver Education, Time Trials, as well as Club Racing.

Sometimes the new member gets lost in the shuffle of his/her life and doesn't take it upon themselves to attend or enter activities. A positive approach from tenured members of the region to the new member will often make the difference whether a new member feels welcome and that their membership is a positive experience.

A large percentage of members after the first year of membership drop out because their interests were not fulfilled and they didn't have fun, a waste of money in their eyes. There is still a large number of members who drop out after the second year. Attending to the wants and needs of these first and second year members can have a lasting effect to keep them as members.

The following pages include some suggestions from Region Membership Chairs for membership programs that have worked in their regions to welcome new members and keep the members they have with some sample flyers.

Larry Rogers, President

Fox Valley has three suggestions to encourage new member participation:

- Pre-driving season informal dinner at a local diner, with families encouraged. In 2006, a local race driver who represents the "Race against Drugs" will bring his race truck, so that all kids who promise to stay away from drugs will be able to sign his truck. We support his efforts annually.
- A summer picnic, again encouraging family attendance. This year, we topped our previous best by tying in with the Labor day Porsche Club races at Road America. We set up a barbecue at Porsche Park, and encouraged 64 members, guests, and family to participate. Many had not been to an event in my 7 years with the club. Not bad for a club with only 145 members!
- Our October meeting is a tech session each year, at a member's repair facility. This encourages all the gearheads, both new and old, to come out and learn something about their cars.

Our Labor Day picnic at the races was a win for everyone:

- Members got to meet each other, and enjoy a good lunch
- Chicago region, who sponsors the weekend, got an extra \$300 toward their charity, as most of our members toured the track for the \$10 donation to Susan G. Komen Breast Cancer.
- All got to enjoy an afternoon of Club racing at it's finest.
- The racers had a few extra fans cheering them on.
- Porsche finished first in all races!

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Warren Gardner, Membership Chair

Diablo Region sent us the following information:

The Diablo Region includes the following flyer in the Diablo Region newsletter as well as being e-mailed to all members.

An offer of no charge for the Oktoberfest for newcomers is always going to encourage new members to attend an event.

Diablo Region PCA

**Special Event**

# OKTOBERFEST

## New & Newcomers Party

October 1<sup>st</sup> at 6:30 pm

**Location: Frank & Joan Duran's house  
(213 Dunblane Drive, Walnut Creek)**

**Brats & Beverages will be served.**

**Cost \$15.00 per person (no charge to newcomers)**

**RSVP: Frank or Joan @ (925) 933-8817  
or [fnjduran@aol.com](mailto:fnjduran@aol.com) by September 24<sup>th</sup>**

**Guests with the last names beginning with A through M,  
please bring an hors'doevre or salad,  
last names beginning with N through Z,  
please bring a dessert**

**We look forward to seeing old members,  
and meeting you newcomers!**

Bob Blackwell, Membership Chair  
Roadrunner Region sends us the following information:

The Roadrunner Region has given free admission to the Region Autocrosses for New Members. This is a \$50. value where instructors are available and loaner helmets are provided for members without their own helmet.

They announce in their flyer that New Members will get a free Autocross and that Instructors and Loaner Helmets are available. When New Members sign in for registration the Membership Chair (or delegate) is one of the people conducting Registration and the New Member is not charged for the event.

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Gary Bachman, Membership Chair  
St. Louis Region shares their Annual Membership Night with us and how it works:

In the St. Louis Region we have an annual membership night, usually in March. This is hosted jointly by a local Porsche dealer and the club. The dealer provides the space, cars to look at and several door prizes. The club provides dinner, soft drinks and two very special prizes. We give away two free passes to one of our drivers education events worth \$250 each. We split up the tickets so that new members (one year or less) will receive one of the drivers ed passes and one half of the dealer provided door prizes. Mature or more established members receive the other half. 60 or more people show up with usually about 10 being new members. Therefore, the new member has a much higher mathematical chance of winning something. We have done this for more than 10 years now and it is always very successful.

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Tom Sisson, Membership Chair  
Sacramento Region sent us several ideas used in his region:

Each new member receives a \$10 "Welcome Bucks" coupon in the new member packet (which also includes a letter of welcome, recent copies of the newsletter, discounts at the local Porsche dealer and other locations, Goodie Store items, and a name badge order form.) The Welcome bucks can be used on any event in the first six months of membership. Our social chair sends out an "E Mail Blast" to all new members reminding them of, and inviting them to any club activity.

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We have a "Gruppe 24" program which involves all new members with less than 24 months in the club. All members are welcome to attend, but a special effort is made to contact and invite new members ("E Mail Blast"). It is usually a Saturday breakfast at a local restaurant. There is no special program at these breakfasts but it is a chance to talk and enjoy each others company.

We also have random Saturday breakfasts at a local restaurant. While there is no set date for these, sufficient notice ("E mail Blast") is sent to all members of any upcoming breakfast. A special effort is made to involve new members in the conversations, etc.

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We have two "New Member Tours" each year---March and September. This is an event for new members ( within 24 months) and Board members only. The tour goes to a local winery where there is a picnic for which the club provides all the food. Each Board member is introduced and selected Board members discuss the various types of events the club offers and answers any questions a new member may have. We find the new members ask many more questions in this environment that they do at regular dinner meetings, etc.

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Ron McAtee, Membership Chair

Longhorn Region gave us several gatherings their region holds:

- Monthly Meet N' Eat outings. We meet at a predetermined place on a Saturday and drive to the restaurant or folks can go straight to the restaurant on their own. Some are breakfasts, some luncheons, and some evening meals. We work these in and around other events so we don't have a conflict.
- We have a monthly drive that we call a Bandera Run (Bandera is a little town in the area we go to). It is out through the Hill Country north and west of San Antonio and west of Austin, TX. The drive sometimes covers 150-200 miles usually on a Sunday starting around 8:30 AM. We always have new faces and they enjoy driving their cars a lot.
- We recently started a "Friday Night Social" to get the younger folks out. Since I'm 65 and don't get out much at night, I don't participate, but many others do.

- Lunch Bunch. On a given Wednesday, once a month, there is an open invitation for anyone to, come join the "Lunch Bunch" and get acquainted (new and old members). This has so far been good in getting some folks out that have a little extra time for lunch and it is usually in a central location to attract more members and potential members.

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Judy Colby, Membership Chair and Data Centre Manager  
Canada West Region forwarded several ideas on welcoming new members and retention:

- with the advent of Email, I send reminders to each person who has not renewed his PCA membership on time (prior to Email, I would phone these members), which has resulted in a marked decrease in "drop-offs" from the membership roster

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- prospective members contact me mostly by Email nowadays, but I do still get a few phone calls. I promptly mail each prospect an introductory kit comprised of a PCA membership application form, and copies of PANORAMA & TIMBERLINE (newsletter). Most people sign up directly online, and specify Canada West as their region of their choice, as recommended in my letter in the introductory kit

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- I send a welcoming Email to each new member, however, in 2005 the CWR Directors made a decision to create a new position called New Members Liaison Chairman, so this task has now been assigned to him. He also does a little write-up on each new member in the TIMBERLINE.

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- maintain current database of Canada West members not only from monthly updates from PCA National, but actively solicit address & other changes by advertising in the TIMBERLINE.

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Santa Barbara Region has several ideas on making new members feel welcome and retain current members:

The Santa Barbara Region sends new member letters to all new members as soon as they join, welcoming them to the club. A couple months before their first anniversary, a one year anniversary letter is sent to remind the member that their renewal is coming up very soon and to renew now so not to miss any issues of the *Porsche Panorama* or the newsletter *der Auspuff*.

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Santa Barbara Region holds two Breakfasts a month, the first Saturday in Camarillo and the second Saturday in Santa Barbara which are never cancelled even though it may be a holiday weekend. The holiday weekends are quite often the largest breakfasts. In the new member letter it is announced, at the Camarillo breakfast the new member will receive a gift at the first breakfast they attend. This is either a logo coffee mug or a PCA SBA license plate frame. New members are also introduced at the breakfast with their picture taken at their car so the picture can be put in the next newsletter.

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Every two years the SBA holds a new member picnic for all new members during the prior 24 months who get to eat free at the picnic which is cooked by tenured members at a local park. This has become a very popular event as the families also join in on the fun which has games for the younger ones. Raffle tickets are given away and sold for everyone to enjoy the drawing.

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