

## Proposal for Membership Campaign Prepared for NZMAA by David Wright of Wright Directions Ltd

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### Current Situation

Membership rises and falls annually by about 300, to a base line of around 2100

This variation is 15% of the base membership- a significant number.

*I propose a simple survey of clubs secretaries be carried out to identify why members left last year.*

Three target groups have been suggested (Wayne Cartwright, October 2005).

- Young Guns
- Family man
- Grey Squadron. There is a possibility for the younger people through schools, air scouts, schools etc to be seen as “members in waiting”

Clubs will need to service the needs of these particular groups, which I suspect currently make up the major part of the membership.

*A dialogue with SIGS about them working with clubs to provide for their particular disciplines would be a starting point and could be initiated at the SIGS AGM in July*

The current situation is not growing NZMAA membership – so some action is needed to change this.

Action must be lead by the NZMAA management and implemented primarily by the members. Getting existing members buy-in is crucial to success. Any plan must capitalise on the assets and recognize/accommodate the deficits.

### **Assets**

- Established management structure in NZMAA
- Established network of clubs
- Experienced & enthusiastic members
- Flying fields and organized activities.
- Formal lines of communication through NZMAA, SIGS, Area Reps, MFW
- Informal networks
- Model appeals to the aeronaut, engineer, craftsman, designer, historian, sportsman, competitor, organizers and those seeking recreation, relaxation and social contact.

### **Deficits**

- Most club flying sites are well hidden, away from built up areas ( and people)
- Variation of club sites facilities
- Club flying sites may have availability limitations
- Organized activities for new members, such as mentoring/ flight training may intrude into current members time

## **Promotion Action Plan**

What are we trying to “sell” about model aviation to potential new members?

How do we want **Model Aviation** to be perceived by our communities?

- What are the values associated with the NZMAA “brand”?

I would suggest:-

*Challenge, creativity, innovation, excellence, craftsmanship, technological expertise, skill, excitement, achievement, satisfaction, relaxation, stimulation, competition, recreation, socializing?*

What are the perceptions we want to lay to rest?

- Boys with toys, noisy, crashes, expensive, (add your own ideas ...)

The above should be borne in mind for all we do.

To “capture” new members into the activity we ourselves find so attractive

The potential new members must:

1. Know that model aviation exists and is attractive
2. Experience model flying and become excited by it
3. Realise that it is something they can do and succeed at
4. Realise that being part of the club will increase their chance of success and enjoyment

This proposal addresses each of these four stages

### **Model aviation exists and is attractive.**

**Aim**, to raise the profile of model aviation generally and particularly in the communities where there are currently clubs operating, so they are seen as significant organizations that contribute to their communities.

#### **Action by NZMAA/ SIGS**

- Major launch of membership campaign through Fliers World and mail out to clubs to get their “buy in “ to the campaign
- Media releases to national media for international/national events - teams going overseas, overseas competition successes
- Circulate the same press releases to local clubs , so they can use also them for their local papers
- Develop more links into NZMAA websites
- Develop links into other aviation fields
- Get articles into local full-size aviation magazines
- Request clubs to send copies of or details of media exposure to NZMAA , and newspapers/magazine stories can include as a pull out sheet in the TFW periodically
- Seek support from the model trade, they can gain profile also along with the membership. Coordinate efforts to be at high profile events in main centres i.e. BIG BOYS TOYS in Auckland
- Other ideas from Council and membership- not listed. Everyone contributes!

#### **Club/ Regional levels**

##### **Action through NZMAA PR and Area Reps**

- Use the media papers radio and TV stations to gain better exposure
- Use existing opportunities to gain profile. i.e. “what’s on” in local papers, radio stations, websites.
- Establish a club website if you do not have one.
- Network with links with other types of “club/ groups” in your area,
- School visits for the Technology curriculum!!! Children are not in the target group , but their parents are and they are modelers in waiting
- Link into local events, use them to “show off” model aviation

- Identify clubs/ groups which have potential new members and build a relationship, Probus, U3A, Kiwanis, Lions, .....
- Circulate targeted information sheets, advertise in newsletters of other clubs
- Static displays in Shops, Malls, cinemas (to link to films), libraries, local anniversaries, local people, other club events.
- Promotional information to hand out to interested parties at all events.

*Promotions/ Media Guide distribute to all clubs to support them in the above.*

### **Experiencing and being excited by Model Aviation**

#### **Flying displays**

- “Help” other organizations in the area with their events by providing static and/or flying displays to build up goodwill reach more of the public.
- With the development indoor electric and park fliers the situations where flying can be demonstrated has increased, i.e. School fetes, pre-match entertainment at the local footy club, indoor flying in a gymnasium associated with basket/net ball matches, charity fundraisers... Someone else does all the organizing and arranges the crowds the club drops in and does their display. Area reps/ SIGs can help with “shortages” of specific performers for displays.

*NZMAA Promotions to provide full colour generic poster on which details of particular events can be added.*

### **Realising Model aviation is something they can do**

#### **Public Flying days targeted at getting new members**

Clubs to be asked to provide at least one Public day each year. Clubs in the same area/town can combine their resources into one event. Area reps can advise on this.

- These days should be focused on the needs of the public. Attention be given to parking, toilets, drinks, food, shade, information signs on the models on static display; a public address system that is audible and commentator that can entertain.
- Organised programmes including as many aspects of modeling as possible Intervals in the programme for sport flying, when the public can have a go on a dual trainer.
- Badged club members to talk to visitors who show interest, Give out club cards with a club contact number and details of flying times etc, so the visitor can easily follow up once they leave the site.
- Linking up potential members with local fliers of the same target group.
- Dual trainers - public actively INVITED to have a go.
- Static display - the signs and details of all aircraft FAQ's
- If there can be several dual trainers then everyone who has tries could go into a draw for a flight training course – can follow up in the local paper after a few weeks.
- If you can get a well known local guest along to have a try on a trainer, (Mayor local “star” etc.)

*Area Reps assist clubs in coordinating their efforts.*

*NZMAA promotions provide Generic posters to advertise the days*

*Promotions/Media guide to include Flying Day suggestions*

*NZMAA promotion provide “business” cards for clubs to attach a computer printed sticker to , for distribution to interested people , so they have contact details after they have gone home.*

*SIGS to help getting “experts” from their disciplines to the displays, so we show off as much as possible*

### **Joining a club will increase their chances of success and enjoyment.**

**Introductory membership \$20 for a period of 4 months which will entitle the new member to:-**

- Use of Club facilities/ NZMAA membership - same as a full member
- Receive most recent copy of TFW on joining up and issues that comes out during their limited membership - distributed through the club.

- They will be allocated a mentor for that period, who will assist them learning to fly, obtain a model of their own and encourage them to attend club meetings and events.
- At the end of the 4 months they are invited to take on full membership by paying the balance of the year's membership (Club and NZMAA), or leave.
- Club keeps members who leave, on their bulletin mailing list and invite them to the field periodically. Make them still feel wanted!!!

The payment needs a bit of thinking through by those who administer it to ensure it is not structured so that it is an administrative burden.

A suggestion?:

The Club gets the \$20, and the NZMAA covers the insurance - good incentive for clubs.

If they do not take up full membership Clubs retain the \$20.

**New Membership being a once only offer**, perhaps available to members rejoining after an absence of 10 or more years?

### **Promotional Support by NZMAA PR**

#### **MEDIA /PROMOTIONAL MANUAL**

**20- 30 pages in the same format as the new members Manual**

Content to include:

How to use the media, prepare press releases, be interviewed on radio generate attractive stores, use existing opportunities, and communicate with target groups. Suggestions for getting the best result from your flying days and demonstrations.

**EVENT POSTER** in full colour, professionally designed generic poster (at least A3) for flying events, onto which clubs can over print details of their particular event. 10-30 posters to each club depending on the size of town/City/ community.

The printed poster will bear no date, so they have an indefinite life.

**BUSINESS CARDS** bearing images from the poster and the NZMAA logo and name. Club to stick a computer printed label on the back with details of their club and a contact details and have them distributed to potential members at any event by selected club members. Mentors can hand these out to their students.

**Area reps** to assist NZMAA PR as they are familiar with their own patch and help plan dates etc so resources are not stretched too thin and clashes do not occur.

**SIGS to assist** with skilled fliers to demonstrate the "Young Guns stuff", Pattern, IMAC, F3B, F2B and F2D, scale etc.

This campaign is specifically timed over 3 years and would need to be reviewed after each year to maximize continuing effectiveness. The review would need to look at changes in membership numbers and feedback on the process from a sample of clubs.

#### **TIME LINE (First draft – very rough – input from NZMAA required)**

Mail out Survey on members leaving May/June

Launch project with SIGS at AGM in July

Launch project in TFW and Club mail outs in July

Prepare Posters, cards and promotions Media book to distribute in August

Start displays etc from November 2006 onwards

Revue in June 2007

Report to AGM in July 2007.

## COST OF PROPOSALS

### **MEDIA/PROMOTIONS MANUAL**

Managing of production of poster/ cards /manuals estimate **\$250 + GST**  
250 Copies the same style as the new Members Manual - by the same printer - Quoted at **\$1600 + GST**

Quotes requested for poster and business card but not yet provided.

3000 Business card full colour, printed one side using images from the poster Quoted at **\$ 560 + GST**

2000 Full colour generic poster A3 size **\$760 + GST**

OR 2000 Full colour generic poster A2 size **OR \$1260 + GST**

Art work/print for poster and bus. Cost not available yet.

Is there a graphic artist in the membership who would do it at a reduced rate?

BIG BOY'S TOYS are very interested in having Model Aviation represented in the 2006 show.

They have an arena where motor bikes sports etc are demonstrated and looks to be big enough for models to demonstrate.

**Costs:** They are providing some indicative costs and are willing to negotiate.

Could be subsidized by retailers/distributors wanting to display

Attendance at 2005 show was 50,000 visitors.

Dates for 2006, 10-11-12<sup>th</sup> November (Friday to Sunday Incl.)