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**Retaining New Club Members**

How you induct a new member is absolutely crucial to the long-term success not only of that member, but also of your club. Too often, clubs stop once the member has signed up and then assume the member will be okay if left to their own devices. What happens? They leave. This is where the new member needs support to get started.

**Work the member through the key stages of new member induction:**

* Accountability – make the new member accountable to someone who will notice if they’re coming to the club or not
* Frequency – help the new member set realistic participation targets and gradually develop regular playing habits over time
* Intensity – once they’ve got into a healthy routine you can then focus on challenging members appropriately

To prevent your new member from leaving you need to create a club culture (as a result of repeat behavior patterns) where your members actually want new members to fall in love with squash. This means your focus should be shifted away from the sign-up and towards building relationships - because relationships are what keeps members loyal, happy and playing regularly.

**Understand why**  
It’s important to understand why the new member is joining. What has been the tipping point – the event - that has caused this sudden determination to act? Access their standard and then direct them towards players of their standard or slightly better, so they will have good matches, that they will enjoy.

**Personal welcome**  
Your club may like to send a welcome email with great ways to start at squash (e.g. technique tips videos, welcome pack, club information etc.) full of advice for the new member.

If the club has a number of new members, maybe have a ‘New Members’ night where you invite them all along with existing members to play some fun squash and then have a social evening with some light food and drinks afterwards.

**Help the member start well**  
Encourage the new member to take one step at a time. Help build relationships between members while giving them the skills they need to grow in confidence – so they feel good about the experience rather than being put off forever. By the club having a club night maybe on a Friday, you build a community in the club.

A club night is where a number of club members come down a play round robin squash (as many players as possible play each other, maybe for just 1 game each), if the club coach/experienced member can be there to give some coaching advice/simple technique advice etc. that adds to the experience, especially for the new member. And you might finish off the club night with a light social after the squash.

**Build communities**  
Once you’ve got them in the door you need a group of people to take the member journey from here. If you do everything you can to help new members develop friendships within the club, this will not only make the experience more fun – and therefore something they’re more likely to repeat – but it will make their squash journey last a lot longer.

One of the easy ways to do this is to include the new member in the club’s box league. Access their level and then add them in to a group of 3/4/5 current members. This ensures that they meet new people when they play their matches and are guaranteed regular matches in their first months of their new club.