



PROFESSIONAL CLUB MARKETING ASSOCIATION

Membership Development **Commit To Family In 2019**

The importance of providing the entire family with a memorable and engaging experience is essential in today's child-focused world, and committing to youth-centered programming leads to increased member retention and new member acquisition. Now that's the way to start the New Year!



The benefits of youth-centered programming are numerous. From a sales standpoint, there is an opportunity to acquire new membership as a result of kid-friendly offerings. As parents surf the web and your programming options show up in their search, this may spark an overall interest in your club. Furthermore, allowing members to have guests accompany them to kids' activities such as gingerbread house decorating during the winter holidays or a Memorial Day pool party, allows these guests to "sample" your club, resulting in new member acquisitions.

For your current membership, new family-focused offerings are sure to be a welcome addition. While dues are likely increasing each year, the programming you offer should be expanding as well. Not only will you keep your activity list fresh and competitive, you will be giving the children of your members a reason to feel more connected to the club. In turn, parents will see an increased value in their membership.

So, in the New Year, make a resolution for the youngest members of the family to be your priority. After all, they are your members, too!

To learn more about enhancing your youth programming through summer camp, visit www.kecamps.com or email [Dan Schmitz](mailto:Dan.Schmitz@kecamps.com), Owner at KECamps.