Membership engagement – in sickness and in health

How do you look out for and look after your fellow members?

As a fellowship organization, we're all about maintaining that special bond that keeps us all together. But what if something else gets in the way? There are all sorts of reasons why a member might find it difficult to attend, but what does your club do to remain inclusive and avoid losing valued members?

What action does your club and its members take…

- **…if a member stops attending?**
  - Do you ask them why?
  - Do you ask them if and when they'll start attending again?
  - Do you ask them if there's any support they would like from you, the club, or fellow members.
  - Do you keep them in the loop about what's going on, so they remain engaged?
  - Do you check in with them once they start attending again?

  Please share what it is you do and how you do it.

- **…if a member finds some events too physically demanding?**
  - Do you review your club's program of events to check it caters for varying levels of physical ability to suit the membership?
  - Do you arrange it so members can still attend an activity based event without having to take part in the activity (eg sit in the bar and watch or chat)?

  Please share what it is you do and how you do it.

- **…if a member cannot drive (short or long-term)?**
  - Do you or other members of the club offer them a lift to and from meetings?
  - Do you arrange some events that are within walking distance of the member?

  Please share what it is you do and how you do it.

- **…if a member is unable to attend evening events?**
  - Do you ask them why, and see if the club can accommodate their needs?
  - Do you offer them a lift to and from meetings if night driving is an issue?
  - Do you review your club's program of events to check if it needs to incorporate daytime events, or lunchtime meetings – or maybe make seasonal or long-term changes to club's meeting arrangements?

  Please share what it is you do and how you do it.

- **…if a member cannot attend due to ill-health (short or long-term)?**
  - Do you still keep in touch with them?
  - Do you send them updates of club news and events?
  - Do you check that your communications are is a format that suits the recipient?
  - Do you still collect their capitation so they remain a member and receive communications from the wider Association?

  Please share what it is you do and how you do it.

- **…if a member passes away?**
  - Do you celebrate their life and contribution within the club?
  - Do you support their widow/family at their time of need?
  - Do you stay in touch with their widow/family beyond their immediate bereavement?

  Please share what it is you do and how you do it.

In some clubs the consideration and management of these issues is the responsibility of a particular member; in some clubs it is the responsibility of all the members; in some clubs it is dealt with on an ad hoc basis. Please share what it is you do and how you do it.

If your club has no arrangements in place to deal with these situations, has reading this prompted any ideas that you might discuss with fellow members and act on? Again, please share the details of anything you introduce to your club which helps ensure continued fellowship in sickness and in health.

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