

Growing membership and encouraging younger photographers to join

- What clubs offer:
 - a welcoming environment to learn photo techniques
 - relationships with other photographers
 - mentoring
 - field trips
 - to places they did not know about/did not want to go alone to
 - be with photographers with whom relationships are being developed
- How to retain new member
 - establish a buddy system for new members, can either be a Board member or any club member, that would be a support system orienting the new member to the club
 - reach out to guests: every guest should receive an application, be asked to fill it out and follow up for either payment of dues or feed back on why the guest has chosen not to join
- Making clubs more attractive, a few ideas
 - smaller clubs work with each other to get top notch presenters each could not afford otherwise (one of the main reasons NYMACC was created—so we can work together more often)
 - hold local competitions amongst a few clubs
 - plan programs as far in advance as possible so anyone interested can see how active each club is
- Clark asked several younger people who do not return what their reasons were: the most common answers were:
 - time and dates were not convenient
 - they did not want to commit to regular meetings
- marketing and publicity are key tools