



# **MEMBERSHIP GUIDE**

**(RECRUIT/RETAIN/RECLAIM)**

## **Purpose of this Guide**

The purpose of this guide is to assist members in strengthening their clubs by providing a compilation of suggestions used by clubs in its worldwide organization. They can learn from each other by sharing successful approaches to recruiting new members, retaining current members and reclaiming members who have earned the status Pilot alumni and can now again become an active member.

Adding members enables Pilots to “DO MORE, CARE MORE, BE MORE”. Increasing membership provides more hands to help, more ideas to create, and more friendships to enjoy. More is great! More makes it possible to better achieve Pilot’s Mission and Vision.

## **MISSION**

Pilot International’s mission is to influence positive change in communities throughout the world. To do this, we come together in friendship and give people an outlet for service.

We focus on: Preparing youth and young adults for service, encouraging brain safety & health, and supporting those who care for others.

## **VISION**

Pilot International envisions a world where all are valued.

# **RECRUITING MEMBERS**

New recruits for clubs can be found everywhere! If members talk about and demonstrate their club's mission for helping their communities, people will not just listen, but also want to help. That help may start as donations and/or attending a project or event. The club can turn that support into members.

New, active members are out there, and come in all ages, sexes, sizes, shapes, colors, personalities, and backgrounds. New members broaden the interests of and possibilities for clubs.

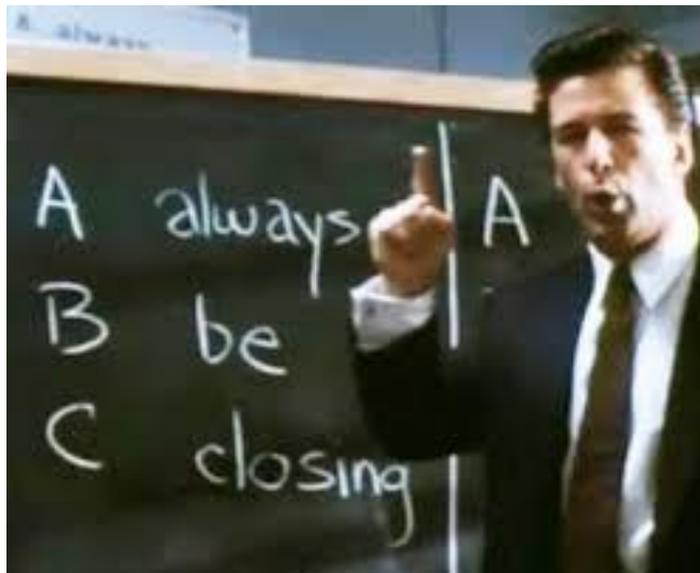
## ***Ideas for recruiting new members:***

- ❖ **Ask for assistance with a “feel good” project.**
- ❖ **Invite to fundraisers – distribute club information.**
- ❖ **Invite to a special program with a guest speaker and pitch club assets.**
- ❖ **Have a social and have a few members share why they LOVE Pilot.**
- ❖ **Hold a tea to celebrate the Club Ambassador and invite guests.**
- ❖ **Wear Pilot pin and be prepared to praise favorite club projects.**
- ❖ **Purchase club shirts and always wear them to projects and events.**
- ❖ **Invite guests to your holiday party so they can feel the friendship.**
- ❖ **Purchase a large check facsimile for presentations and use as photo opportunity for marketing club projects.**
- ❖ **Encourage organizations the club assists to include club information in their newsletter.**

- ❖ Welcome new members in marketing opportunities and include a contact number and email address.
- ❖ Look for new members with specific talents who can assist with club projects and events.

**Selling an idea means going for the gold---**

**ASKING for that donation, ASKING for assistance with a project or event, and absolutely ASKING for their membership!**



## **RETAINING MEMBERS**

Recruiting new members who bring new energy and enthusiasm to the club is vitally important. Retaining members who have experience is equally important. The support of members is necessary in order to accomplish club goals. The best time to retain members is before they become unhappy. Be sure that every member knows that they are valuable to the club.

- R – Recognize** hard work
- E – Encourage** participation
- T – Teamwork** to promote friendship
- A – Active** members not idle members
- I – Interesting** programs and projects
- N – Now** is the time to keep members happy

### **Strategies for retaining members:**

- ❖ Have an orientation for new members to ensure they understand Pilot's mission. Explain Pilot terminology. Review plans of work so that they will be able to participate in discussion.
- ❖ Assign new members a buddy or mentor who can explain club service projects, Pilot International's structure, and answer questions.
- ❖ Assign new members to committees and involve them in projects right away.
- ❖ Keep members motivated so that they will want to be involved in the club meetings and projects.
- ❖ Recognize members' hard work. Send notes or emails to both new members and veteran members who volunteer.

- ❖ Provide Pilot information regularly at meetings and in club newsletters. Communicate Pilot successes to members.
- ❖ Encourage input from members. Periodically ask them how they feel about meetings, fundraisers, and service projects. New members have fresh and exciting ideas.
- ❖ Keep members involved in discussions concerning club business. The opinions of every member are valuable.
- ❖ Utilize the different talents of members in service projects and fundraisers.
- ❖ Keep activities relevant to the community.
- ❖ Keep the FUN in fundraising and service projects so that members are interested and involved. Goals can be accomplished while having fun.
- ❖ Conduct meetings in a timely manner and have programs that interest the members.
- ❖ Give members a call when they miss a meeting.
- ❖ Appreciate that all Pilots can't do everything.



# **RECLAIMING MEMBERS**

It is inevitable that clubs will lose members. Depending on the circumstances, it is possible to reclaim some. The suggestions below are intended to give clubs ideas of how to go about reclaiming members.

## **Resigning Members Who Live in the Area**

- ❖ Send a letter acknowledging the member's service to the club with an invitation to rejoin, if circumstances change.
- ❖ Ask resigning members to complete an exit questionnaire. (Sample included in Resources Section)
- ❖ Send birthday cards and holiday cards from the club.
- ❖ Assign club members to keep in contact with resigning members.
- ❖ Send club newsletter to former members.
- ❖ Assist resigning members, as needed, if resignation is beyond his/her control.
- ❖ Invite former members to special meetings, fundraising events, and other activities.
- ❖ Provide, Pick Me Up, if appropriate.
- ❖ Evaluate club policies and procedures to eliminate causes for member resignations.
- ❖ Notify PI and District Membership Coordinator and ask that a letter be sent to resigning members.

## **Resigning Members Who Have Moved From the Area**

- ❖ Send a letter acknowledging the member's service to the club with an invitation to rejoin if he/she moves back to the area.

- ❖ Give the resigning member contact information for a club that may be located near his/her new location
- ❖ Notify club and district where the Pilot is relocating that a former Pilot is moving to the area.
- ❖ Encourage the resigning member to start a Pilot Club, if one does not exist in the area where he/she will be living.

Unfortunately, some clubs have members who die. It is important that their families receive expressions of sympathy from the club. Cards and memorials are appropriate acknowledgements of the loss for the club. Family members could be potential members.



## **Additional Resource Material**

<b>Code of Ethics</b>	<b>page 10</b>
<b>Membership Information Form</b>	<b>page 11</b>
<b>Prospective Member Form</b>	<b>page 12</b>
<b>What Dues Do Facsimile</b>	<b>page 13</b>
<b>Wanna Start Something?</b>	<b>page 14</b>
<b>What Dues Do order form</b>	<b>page 15</b>
<b>Notification of a Pilot moving to your area</b>	<b>page 16</b>
<b>Member Resignation Survey</b>	<b>page 17</b>

# *Code of Ethics*

## *Pilot International*

Realizing that whatever a Pilot touches should be ennobled by that touch, we, as business leaders, are resolved to make our business standards high, to do our work in every place in which we are employed as if it were our life work, never omitting an opportunity of doing a kindness or making a friend; to put into our business dealings a note of sympathy for humanity; to follow truth; to do our best from dawn till night; and so to live in the discharge of our duty, so to take care of every responsibility that comes before us that we shall radiate that which is unselfish, beautiful and true; and when we shall have finished with our tasks we shall have given an upward impetus to human ideals and achievements.

**With this resolution before us then, we believe it is our duty as Pilots:**

*To consider our work worthy and ourselves worthy of our work, exemplifying in it at all times the Pilot motto, "True Course Ever."*

*To work each day at that which is before us seriously, vigorously, calmly, cheerily; to improve ourselves in every possible way; to increase our efficiency; to enlarge our visions.*

*To be ambitious to succeed, but always to be ethical, desiring nothing that is not achieved by justice, honesty and fairness.*

*To live in the presence of the great eternal laws, which will keep us patient when the task is irksome and calm and unspoiled when we seem to succeed.*

*To acquire self-control and self-reliance; to be ready to give as well as take; to develop in ourselves an appreciation of the finer things of life; to be honest and generous; to help, not to hinder; to be slow of criticism and quick with praise.*

*To cherish our visions and our ideals; to cherish the music that stirs our hearts, the beauty that forms in our minds, knowing that on these things we can build our world, for visions and dreams are the seedlings of reality.*

*To be loyal to Pilot in thought, word and deed.*

*To see no evil, hear no evil, speak no evil, think no evil of a Pilot, but to be no more loyal to a Pilot in this respect than we are to every other person, for the genius of Pilot is in its kindness, and justice is the soul and substance of life.*

**---Pearl Sparks  
Pilot Club of Florence, AL - 1926**

## MEMBERSHIP INFORMATION FORM

Welcome to Pilot International. You have joined a global service organization that has provided friendship and service to members in communities like yours since 1921.

(Please type or print)

Membership type \_\_\_\_\_

Dues Paying:

- Pilot
- Pilot International
- Anchor

Waived Dues:

- Pilot Waived
- Pilot International Waived
- Honorary/Emeritus

Pilot Club of \_\_\_\_\_ District \_\_\_\_\_  
Name

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First	Middle	Last	Suffix, - Jr., Sr. etc.
			Country _____

Mailing address (City, State, Province/ Zip) \_\_\_\_\_

(If mailing address is a PO Box, list street, city, state & zip for UPS delivery.)

Contact/Cell Phone ( ) \_\_\_\_\_ E-mail Address \_\_\_\_\_

Date joining the club: \_\_\_\_\_ Sponsored by: \_\_\_\_\_  
Who invited you to join Pilot? Club

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Club Secretary: Please make a copy for club file and submit this form along with a completed Notification of Change in Membership Information Form and appropriate funds to the District Treasurer and Pilot International Headquarters, 102 Preston Court, Macon, GA 31210. Send a copy of the Notification of Change form to the District Governor and District Secretary.**

In order to create a more efficient membership database and record keeping system, the following categories should be used when determining membership types.

**Dues Paying:**

- Pilot: Regular club members
- Pilot International: Regular members with no home club
- Anchor: Middle and High School Students

**Waived Dues:**

- Pilot Waived: Regular club members whose dues are waived for 50 year membership and military
- Pilot International Waived: Regular members with no home club whose dues are waived for 50 year membership and military members
- Honorary/Emeritus: Members who have earned Emeritus status and Honorary Pilots

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## PROSPECTIVE MEMBER FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Numbers: \_\_\_\_\_  
(Cell) \_\_\_\_\_ (Residence)

Name of Firm: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Position or Profession: \_\_\_\_\_

Other Information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended by: \_\_\_\_\_  
(Member)

NOTE: This form is to be used internally with the clubs.

**Pilot International, Inc.**

**102 Preston Court**

**Macon, GA. 31210**

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# What DUES Do.

## How Your Pilot International Membership Dues Are Used

*Your annual membership dues paid to Pilot International connect you to a global volunteer network working to help people in your community and elsewhere. Founded in 1921, Pilot International allows like-minded volunteers to make new friends who work together in a club setting assisting others in ways they couldn't possibly do all by themselves. Whether you are a born leader or a diligent follower, there is **a need and a place for you in a Pilot Club**. Friendship and Service motivate the best of humanity to...*

**Do more. Care more. Be more.**

**Your annual \$60 membership dues help the Pilot International organization:**

- » **Provide** easy-to-use member resources (both offline & online) to make club members' volunteer lives more enriching & even more successful Ex: website downloads; templates; branding material; webinars; club manuals
- » **Assist** with minimal administrative costs at Pilot International Headquarters in Macon, GA, U.S.A. Ex: club & member services; youth leadership and volunteer development management; database maintenance; program development; communications; donor program maintenance
- » **Develop** new methods and gain industry knowledge to position Pilot successfully among other community service groups in the non-profit universe
- » **Provide** you with a quarterly magazine, *THE PILOT LOG*, containing the latest Pilot Club/District/International news; plus district and international communication along the way to keep you informed
- » **Stage** memorable, fun-filled social and volunteer training events at Club, District and International levels where you can network with other Pilot volunteers to make lifelong friends in service to others
- » **Provide** many (and varied!) opportunities for you to contribute to worthy causes "greater" than yourself
- » **Assist** U.S. and International affiliations with high-profile organizations like CARE, Freedoms Foundation, the Zambezi Schoolbook Project, Military Mama Network, Project Lifesaver, Loved Twice, the Brain Injury Association, the Dana Alliance for Brain Initiatives, the American Heart Association, the Alzheimer's Association and the National Organization on Disability, among others.



## *Wanna Start Something?*

Pilot Clubs and Anchor Clubs are world-wide volunteer service organizations whose members assist people in their community and beyond. Contact us if you are interested in membership in a **Pilot Club** in your area, or in an **Anchor Club** (student groups in public high schools/colleges/ homeschools).

No **Pilot Club** in your area? **You can start one yourself!**  
Contact Pilot's Director of Club Services for more information.  
[bonnie@pilothonline.org](mailto:bonnie@pilothonline.org)

No **Anchor Club** in your school? **You can start one yourself!**  
Contact Pilot's Director of Youth Services for more information.  
[jack@pilothonline.org](mailto:jack@pilothonline.org)

Headquarters for **Pilot International** and its youth organization  
**Anchor Club International** are located at:

102 Preston Court  
Macon, GA 31210-5768  
Phone: (478) 477-1208  
Faxline: (478) 477-6978

[www.pilotinternational.org](http://www.pilotinternational.org)  
[www.anchorclubintl.org](http://www.anchorclubintl.org)



*Pilot International Headquarters  
Anchor Club International*

*Do More. Care More. Be More.*



## ORDER FORM

### What.DUES.Do

#### What.DUES.Do

Name of Club Shipping Address	Number of Units of 10 @\$5.00 each (Includes Shipping/Handling)	Total Amount Due

For questions, you may contact Club Services with any questions at [bonnie@pilothonline.org](mailto:bonnie@pilothonline.org)

***NOTE: Orders will be processed when payment is received.***

Please make check payable to Pilot International. The Order Form and check should be mailed to:

**Pilot International  
Attention: Club Services  
102 Preston Court  
Macon, GA 31210**



## NOTIFICATION OF A PILOT MOVING TO YOUR LOCALITY

To the President of the Pilot Club of \_\_\_\_\_:

This is to inform you that Pilot \_\_\_\_\_ will be moving  
(Name)

To \_\_\_\_\_ and will be associated with  
\_\_\_\_\_ Effective \_\_\_\_\_.

Club Offices Held: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

District Offices Held: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

PI Offices Held: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This Pilot has been a member of the Pilot Club of \_\_\_\_\_ for \_\_\_\_\_ years.

International, District, and Club dues are current.

\_\_\_\_\_  
(President's Signature)

NOTE: This form is used to notify Pilot Clubs of Pilots who may be eligible for membership.

**Pilot International, Inc.**

**102 Preston Court**

**Macon, GA. 31210**

# Member Resignation Survey

NAME: \_\_\_\_\_

We regret your need to resign from the Pilot Club of \_\_\_\_\_.

We would appreciate the following information to assist us in understanding our members' experience.

What is the reason for your resigning at this time?

Would you be open to returning to our club in the future?

Please share any suggestions that could help us improve the club membership's experience.

What was the best part of your Pilot experience?

May we add you to our Pilot Alumni email/mail list?

We thank you for giving your time and expertise to Pilot as a member. We appreciate your helping us by completing this form.

Please email/mail this completed survey to: