

# **JDCQ Membership Strategic Planning**

## **Objectives**

To provide an environment for the recruitment and retention of members of all ages in the Jaguar Drivers Club of Queensland.

## **Strategy**

### **Communications**

To provide consistent, timely, relevant and appealing communications to members, dealers and potential members about the activities and benefits of JDCQ membership.

### **Promotion**

To take advantage of every opportunity to promote the JDCQ as an organisation which provides considerable benefit to Jaguar owners regardless of age and financial status.

To promote in a positive manner the qualities and desirability of Jaguar cars and their ownership, classic and modern.

### **Events**

To provide a variety of events across the regions of the JDCQ which will appeal to all age groups, with access to as many members as possible and affordable to most members.

### **Meetings**

Hold regular meetings which members can attend and enjoy, learn about the activities and benefits of the club and have opportunities to meet with other members.

### **Inclusion**

To ensure that new members are welcomed into the club and that members new and established are able to mix freely and enjoy their participation in club activities.

### **Support**

To provide members with access to information, assistance and guidance in their ownership and enjoyment of their Jaguar(s).

To also provide support of new members in becoming familiar with club activities and practices and getting to know other members.

## **Cost**

Ensure that cost of membership is commensurate with the actual cost of running the JDCQ and that cost of events are maintained so that they are within reach of the majority of members.

## **Action Items**

### **Communications**

#### Magazines

Monthly

Bi Monthly

Printed or electronic

#### Newsletters

Bi monthly between magazines

Emailed plus printed or emailed only

Register specific

#### Event notices

Email follow up to magazine articles by registers

#### Website

Up to date calendar

Event details from all registers with calendar entry as soon as available

Show coming events (two months out) on front page

Include event photos in Gallery

#### Facebook

Forthcoming events

Comments and pics from events held

Promotion of JDCQ

### **Promotion**

#### Via Website

emphasise benefits of membership

promote coming events

Maintain gallery of photos of events held

## Via Facebook

Emphasise benefits of membership

Promote coming events

Promote events held with description and pictures

Promote Jaguar, the marque and the cars

## Brochure

A4 double sided fold up full colour brochure promoting the benefits of membership

Make brochure holders (as per 1999 type) and place full holders in

Jaguar dealerships in all regions

Second hand classic car dealerships

Specialist Jaguar or classic car service shops

Provide a good quantity for all regions to distribute to members

## Via participation and high visibility at multi marque car shows

NBCCC, Macs Bridge, RACQ Motorfest

Have membership application forms and past magazines to hand out (cross out old membership form in mag)

Fly the club banners

If possible put up club marquee

Have someone on hand to answer queries in a welcoming manner

Where appropriate provide information to community radio.

## Via JDCQ branded regalia worn at events

## Events

Provide a wide variety of events across the regions

Consider cost as an important factor (a lot of retirees)

Ensure events will be of interest to different age groups

Ensure there are different types of events to meet different members needs

Social

The arts

Weekend away

Drive and lunch

Visits to interesting sites, scenic, historic etc.

New members day

Shed visits and tours

Technical visits to workshops and engineering facilities of relevance

Sporting functions

Meetings

## **Meetings**

Provide regular meetings in all regions

Large regions conduct a meeting night

Small regions meet with a social run

Ensure meeting nights have some interesting content

Guest speaker

Power Point presentation or slideshow of photos of recent event

Interesting motoring DVD

Cars etc to be on display and talked about

New member presentation and welcome

Consider meeting venues with meals to allow socialising prior to the meeting

Where possible provide a post meeting supper to encourage further socialising

## **Inclusion**

Ensure that the event does not consist of tight, exclusive groups

Be aware of new members and bring them into the group and introduce them

Announce new members at meetings

Conduct a new members day

Regional chairs ensure they call new members when notified by the membership officer of their joining and welcome them to the club, letting them know about coming events and where to find that information

Find out what the new members want or expect from their membership

Assign a mentor/buddy to new members

Have a range of JDCQ regalia which allows members to identify with JDCQ membership

Membership officer to distribute to chairs details of their members who resign or fail to renew so chairs can follow up to determine reasons. This information to be conveyed to the JDCQ committee

## **Support**

Particularly for new members, provide an experienced, “senior”, member to act as a mentor or guide in the affairs of the JDCQ and to ensure that the new member is introduced to fellow members and included in discussions and activities.

Model registers should be the vehicle for providing advice on enjoying, maintaining or problem solving with particular models of Jaguars. The register secretary should be the contact point for such support but may refer the member to a known expert for more informed advice.

One area of support frequently requested is advice on reliable, skilled tradespeople, workshops or parts suppliers for Jaguars. The JDCQ needs to have a list of such bodies to be able to offer these referrals.

## **Cost**

Despite the fact that the JDCQ is based on ownership of what was originally an expensive car many members are quite cost sensitive with regards to events or functions. A considerable number of members are retirees which sometimes means limited and fixed incomes.

Event planning must therefore take this situation into account and look at economical options and register subsidisation.

More expensive events such as weekends away which include motel stays and numerous meals should be limited to once or twice per year. The focus should preferably be on day drives with an economical destination for lunch or bring your own option.

Annual Xmas celebration do tend to be more expensive so on these occasions the register should consider subsidisation to make the event more affordable.

## **Recommended Actions**

The following provides a set of recommended actions based on the objective and the following strategies and following the format of the action items (which as written were meant as a series of potential actions to be firmed up where practical in this section as recommended actions). Responsibilities are divided between JDCQ, which means the JDCQ committee should action, and Regional Registers, which means the regional registers are best placed to take these actions. These distinctions are noted in the text. Because of the varying size of regional registers (205, 94, 55, 37, 13, 14, 9) not all recommendations are practical for all registers, particularly the smaller ones. This is recognised and where possible noted with a possible alternative.

The inclusion of items in this section does not imply that these actions are not currently taking place. Many recommended actions are in fact current practice but are included for completeness. Similarly, some recommended actions are already followed in some register(s) but not consistently across JDCQ.

## **Recruitment**

Many of the actions outlined in the following paragraphs will assist in the recruitment of new member through greater communication and exposure of the JDCQ and its offerings.

However, there are certain actions which will be necessary in the recruitment process which should be carried out by the Regional Register Chair or his delegate.

Referrals and enquiries. Should a potential member be referred to the club (JDCQ or Register) or should the club receive an enquiry from the public it is important that there be prompt follow up with the individual. The chair should, in a friendly, welcoming manner, ascertain the person's interest in the club and outline the benefits of membership, the process for joining and the coming events, which the person should be invited to attend, perhaps as a visitor to see if they want to join.

It is important that this visitor or perhaps new member is made welcome on their first attendance as described in the following paragraphs.

Offer to send the individual a brochure and a magazine. Should these be sent, include a personal welcome note and also a copy of the JDCQ Member Benefits statement.

(R Reg)

On receipt of a membership application and the appropriate fees the JDCQ process should be:

Member details to be provided to JDCQ committee for approval of membership

JDCQ Membership Officer sends the new member a welcome kit consisting of a welcome letter, a club window sticker, membership card and orders name badges

JDCQ Membership Officer updates the JDCQ Database with member details

JDCQ Secretary contacts the new member to welcome them to the club and sends them the latest JDCQ magazine

Regional Register is informed of the new member and is provided with their details

Regional Register Chair contacts the new member, welcomes them and provides them with information on the register and events and invites them to attend.

The JDCQ Magazine should include a current membership application form  
(JDCQ and R Reg)

## **Retention**

Similarly, whilst many of the actions in the following paragraphs will certainly aid in the retention of our existing JDCQ members, there are certain actions which will be necessary at renewal time.

For members who have not renewed by the deadline, JDCQ will send out periodic reminders to members who have not renewed together with a copy of the JDCQ Member Benefits statement.

JDCQ will provide each regional register chair with a listing of their members who have been sent a renewal reminder but who still have not renewed.

The regional register chair should contact, preferably via a phone call, each of these members to ascertain why they have not renewed their membership and, if appropriate, encourage them to renew and continue to enjoy their JDCQ membership.

Use this personal contact to understand why members are not renewing and see if there is something the Club can do which will change their mind.

Regional register chairs should provide feedback to JDCQ on these discussions to allow JDCQ to address any issues which have been raised during these conversations.

## **Communications**

### **Magazines**

The JDCQ magazine Queensland Jaguar Driver to continue to be produced, as a minimum on a bi monthly basis, and distributed to all members, sponsors, advertisers and Jaguar Dealers in the Queensland regions. (JDCQ)

The Queensland Jaguar Driver magazine be available to members on the JDCQ website immediately after circulation and the older than 3 issues magazines being open for public access. (JDCQ)

### **Newsletters**

Bi monthly JDCQ Newsletters to be sent via email or Australia Post (for those members without emails registered with the club) between magazines to highlight current happenings of interest to members and promote coming events. (JDCQ)

Register specific newsletters provide regional register members with more information of local happenings and events and serve an important purpose. These should continue where currently in place utilising email as much as possible. (R Reg)

### **Event notices**

Events should be advertised in the magazine and regional newsletters however follow up notices and detailed arrangements should be considered by event organisers to encourage greater participation. Email would be the preferred distribution method. (R Reg)

### **Website**

The JDCQ website must maintain an up to date calendar of all events be they JDCQ or regional register events and update events as more information is provided. (JDCQ)

The JDCQ Web Administrator should be informed of coming events by all registers with as soon as possible and with as much detail as is available at the time. As details are firmed up this information should be provided to the Web Administrator, preferably with an event flyer. (R Reg)

The JDCQ website should show coming events (two months out) on front page to attract the casual observer.

## Facebook

The JDCQ Facebook page should be updated with forthcoming event information provided by registers and event organisers. (JDCQ)

Since this page is accessible by the general public information provided to the Facebook Administrator should be sufficient to allow non-members to join the event where appropriate. (R Reg)

The JDCQ Facebook page should be maintained as an attractive vehicle for providing information about the Jaguar marque and JDCQ and its activities to members and non-members alike. (JDCQ)

Regional Registers may nominate a Facebook administrator for their region and, after training by the JDCQ Facebook Administrator, post items of interest, event notices and reports etc pertaining to their register.

## Promotion

### Website

The JDCQ website should promote membership of the JDCQ through emphasising the benefits of JDCQ membership, promoting coming events and maintaining a gallery of photos of events held. The website should also provide an on-line joining facility to enable easy and rapid paperless application for membership. (JDCQ)

### Facebook

The JDCQ Facebook page should similarly emphasise benefits of JDCQ membership, promote coming events, promote events held with description and pictures and promote Jaguar, the marque and the cars. (JDCQ)

### Magazine

The JDCQ magazine, Queensland Jaguar Driver must promote coming events through an up to date calendar and through event notices provided by event organisers. Descriptions of events held with associated pictures are an important promotional vehicle which can encourage participation on future events. The magazine should contain these articles as submitted by members or organisers. A membership application form should also be included to promote membership of the JDCQ. (JDCQ and R Reg)

### Business Cards



JDCQ business cards are a convenient way of indicating to potential members that the JDCQ exists and offers a Jaguar driver or enthusiast considerable benefit. They may be used to hand out or may be carefully placed under the windscreen wiper of a parked Jaguar. These cards should be available to all registers and should contain the JDCQ website address and a Facebook logo to indicate the club's presence on Facebook. As per the previous practice a blank section on the front permits contact details being written to inform the recipient. (JDCQ)

#### Brochure

A current JDCQ promotional brochure was universally seen as a necessary and important promotional tool for use in all regions.

An A4 double sided fold up full colour brochure must be produced and distributed in good quantities to all regions and made available to all members. The brochure should promote the benefits of membership and encourage the reader to join the JDCQ. (JDCQ)

The brochures together with brochure holders (clearly labelled as JDCQ) should be provided to members, Jaguar dealerships in all regions (showroom and service centre), second hand classic car dealerships, specialist Jaguar or classic car service shops (R Reg)

#### Via participation and high visibility at multi marque car shows (JDCQ and R Reg)

The club attends a number of multi marque shows where classic car owners and enthusiast gather. In the SE Queensland area, these include Noosa Beach Classic Car Show, Macs Bridge, RACQ Motorfest, All British Day and there are more in the regional areas. These provide an ideal opportunity to promote membership of the JDCQ to like-minded enthusiasts through the following means:

- Have membership application forms and past magazines to hand out (cross out old membership form in mag)

- Have JDCQ brochures on display to hand out

- Have JDCQ business cards available to hand out

- Fly the club banners

- If possible put up club marquee

- Have someone on hand to answer queries in a welcoming manner

- Where appropriate provide information to community radio.

#### Via JDCQ branded regalia worn at events.

Club regalia serves a dual purpose of providing a sense of belonging through the JDCQ branding plus promoting the club through display of the club logo on apparel and other items. A good selection of JDCQ regalia should be available to all members. (JDCQ)

#### Jaguar Dealers

A good working relationship with the local Jaguar Dealer(s) can be beneficial for both the JDCQ (Register) and the Jaguar dealer.

Each regional register chair should cultivate a close and mutually beneficial relationship with area Jaguar dealer(s). Brainstorm ways to bring members and the dealership together. The possibilities are almost endless. For example:

Display JDCQ brochures and club magazines in the showroom and/or the service area (with club contact information).

Provide a member's benefit document

The register can offer to provide display cars for dealer promotions.

Invite the dealer to host functions at the dealership (new model introductions, etc.)

Provide the opportunity for dealer-provided cars and/or financial support for local club events

Dealer-provided "Thank you" package to every new Jaguar owner. Package includes a letter from the club president welcoming them to the Jaguar family, providing information on the club and asking them to join.

Invite a dealer representative(s) to all register functions, including the opportunity to talk about New Jaguar cars, promotions, model updates and service support.

Solicit sales professionals to mention JDCQ and the local Regional register membership point of contact to all owners of new and used Jaguars. Perhaps more importantly, since every buyer must meet with the Business Agent, ensure that you ask him or her to support recruitment initiatives by positively mentioning the club and providing a JDCQ membership brochure.

## Events

In order to maintain interest of members, attract new members and provide a considerable benefit to all members it is important that we provide a wide variety of events across the regions.

Members will have different needs and it is important when planning the years events calendar that the needs and wishes of members are solicited and taken into account when finalising the nature of each event. For the established membership, this is best achieved through requesting input at a register general meeting. The interests of new members, expressed when welcomed on joining, should also be considered at this point. (R Reg)

Membership will consist of enthusiasts of different ages, in fact our aim should be to encourage that, therefore the nature of events has to be varied enough to cater for what might be quite different areas of interests. Some types of events to consider include:

Social get togethers

The arts, theatre nights, opera outings, visits to galleries etc.

Weekend away which combine pleasant driving, visiting items of interest and social

Drive and lunch

Visits to interesting sites, scenic, historic etc.

New members day such as an outing with a picnic or barbeque lunch where social interaction is facilitated

Shed visits and tours

Technical visits to workshops and engineering facilities of relevance

Sporting functions, such as GEAR, regularity track days and skid pan events

## Meetings

It should not be seen as necessary that all events appeal to all members. For example; If a small number are interested in the technical aspects of Jaguar ownership having technical days for them is not only appropriate but essential.

### Meetings (R Reg)

Meetings serve a useful purpose in that they allow the register members to have some understanding of, and input into, the organisation of the register and events. They are also an opportunity for sharing information about events and describe past events, hopefully in a way which encourages greater participation. They also provide an opportunity for members to interact with each other, share knowledge and experiences and get to know each other better. This is particularly important for new members who may not know any other members when they first join.

It is therefore important for all registers provide regular meetings to achieve these aims. In large regions, it might be more appropriate to conduct a meeting night whereas in small regions meetings might be more informal and combined with a social run.

Whatever format is considered appropriate, the meeting should be informative and interesting, even entertaining. Some suggestions for achieving this are:

Minimise formal business to only the essentials keeping in mind that committees are elected to run the JDCQ or register and do not need approval for everything they manage. Ensure meeting nights have some interesting content eg:

Guest speaker – a Jaguar related person, a motoring identity, a motor parts or service supplier or simply an interesting club member

Power Point presentation or slideshow of photos of recent events allow those who attended to recall the good times and those who didn't to share the experience, which might encourage future participation

Show an interesting motoring DVD, from the library or a member's collection

Cars etc can be brought along for display and inspection and members present be given an interesting presentation about the car by the owner

New members should be introduced to the present members, outlining the car(s) the member has and giving the new member the opportunity to talk about his Jaguar/motoring interests.

Consider meeting venues with meals to allow socialising prior to and after the meeting

Where possible provide a post meeting supper, at evening meetings, to encourage further socialising

### Inclusion (R Reg)

One of the most common complaints from new members is that they did not feel welcomed and included and that “no one talked to them”. Whilst it is true that effort needs to be made by both parties, the new member and the existing membership, not all people are comfortable with getting to know a group who obviously know each other very well. It is therefore our responsibility to ensure that new members are included in activities and conversations until they feel comfortable enough to join a group or a conversation themselves.

There are a number of things which should be considered when either a newly introduced member or a member who we don't recognise is at a club function:

Ensure that the event does not consist of tight, exclusive groups. Whilst grouping of friends is a natural consequence of frequent association through club functions care should be taken to be open enough to allow a “new” member to join in. Be aware of new members and bring them into the group and introduce them and ask them about themselves and their cars.

Announce new members at meetings and ask the new member to say a little about themselves and tell the meeting what cars they have and any special projects.

Conduct a new members day. One of the annual register events could be a normal outing that is declared a new members day. The register chair or delegate should personally contact each new member and invite them to attend the day. The register chair should personally welcome each new member at the event.

Regional chairs should ensure they call new members when notified by the membership officer of their joining and welcome them to the club, letting them know about coming events and where to find that information.

Members join the JDCQ for a variety of reason, some for social, some for technical, some for sporting and some just to get to see more of their favourite marque. The first phone call or the welcome at their first event or meeting are ideal opportunities to find out what the new members want or expect from their membership. Having determined their wants it may be possible to direct them towards particular events or it may prompt the arrangement of different styles of events not already planned.

As discussed above, not all people are comfortable in a group they are not familiar with. To ease this period and make the club experience more pleasant for the new member it might be appropriate to ask an experienced member to act as a mentor/buddy to new members until that find their feet in the club and get to know a few of the existing members. Finding out what car they have and introducing them to a member with the same model Jaguar could prove an effective way of “breaking the ice”. (R Reg)

People like to belong to something and like to show that they belong. It is therefore beneficial to have available a range of JDCQ regalia which allows members to identify with JDCQ membership (JDCQ)

Every year there are a considerable number of members who fail to renew their JDCQ membership. In some cases, it is simply as a result of forgetfulness but in others there are genuine reasons why members cannot remain in the club. Each year the JDCQ Membership officer should distribute to chairs details of their members who resign or fail to renew. The chairs should then follow up to determine the reasons each member has not renewed. For many with a valid reason eg. Sold their Jaguar, too old to drive etc. there is little that can or needs to be done, apart from wish them well, however if the member has not renewed because they are unhappy with some aspect of their

involvement with the JDCQ it is an opportunity to address this, if appropriate, and perhaps the member might reconsider their renewal. This information should also be conveyed to the JDCQ committee to enable the committee to understand the reasons, across all registers, that people are not renewing. (JDCQ) (R Reg)

## Support

Joining an organisation and attending meetings and functions for the first time can be an intimidating experience for many. In order to avoid the “no one talked to me” experience which we have heard of on more than one occasion new members and visitors, potential members, should be looked after until they find their feet and get to know some of the established members.

This is particularly the case for new members, and a solution to this is for the chair to ask an experienced, “senior”, member to act as a mentor or guide in the affairs of the JDCQ and to ensure that the new member is introduced to fellow members and included in discussions and activities. This provides the new member with a familiar friendly face for the first few attendances by which time most would be happily fitting in. (R Reg)

A new member will generally have stated what model Jaguar he/she has and may be interested in finding out more about that model or speaking to others about their experiences with his model of Jaguar. Ideally the model registers should be the vehicle for providing advice on enjoying, maintaining or problem solving with particular models of Jaguars. The model register secretary should be the contact point for such support but may refer the member to a known expert for more informed advice. Since these model register secretaries are not available right across all regions the first such contact should be a register member with the same model and then perhaps referral to the JDCQ model register secretary if necessary. Contact details are at the back of the JDCQ magazine. (R Reg) (JDCQ)

One area of support frequently requested is advice on reliable, skilled tradespeople, workshops or parts suppliers for Jaguars. The JDCQ needs to have a list of such bodies to be able to offer these referrals. (JDCQ)

## Cost

Despite the fact that the JDCQ is based on ownership of what was originally an expensive car many members are quite cost sensitive with regards to events or functions. A considerable number of members are retirees which sometimes means limited and fixed incomes.

Event planning must therefore take this situation into account and look at economical options and register subsidisation.

More expensive events such as weekends away which include motel stays and numerous meals should be limited to once or twice per year. The focus should preferably be on day drives with an economical destination for lunch or bring your own option.

Annual Xmas celebration do tend to be more expensive so on these occasions the register should consider subsidisation to make the event more affordable.

(R Reg)

