

COMMUNITY OUTREACH

WE BELIEVE
IN MAKING

A DIFFERENCE



- Developing a community outreach strategy for your club, large or small, helps not only define yourself within your community, but gives your members and staff a greater sense of belonging to something special.



HAPPINESS BUSINESS — DECEMBER 2009

- “If you stop to throw stones at every dog that barks you will never complete your journey.” –Winston Churchill
- “...we are a private club why are we doing this...”
- “The General Manager is looking to improve his personal standing in the community.”
- “...access and involvement by the club will destroy or reputation.”
- “...whose ever idea this was should be fired or kicked out of the Club.”
- “None of the members’ children go to this school...”
- “...community outreach, there are other organizations that do this...”
- “...what about my charity...”
- ...the members should donate their time and money to renovating/helping our club.”



TRENDING HOT TOPICS

- MEMBER & STAFF RETENTION
- IMPROVED MEMBER VALUE
- COMMUNITY RELATIONSHIPS
- MARKETING
- BRAND DEVELOPMENT
- IDEAS & IMPLEMENTATION





MEMBER & STAFF RETENTION



RETENTION

- EXPERIENCES
- MEMORIES
- CAMARADERIE
- EMPLOYEE & MEMBER SATISFACTION
- ENGAGEMENT



VALUE

- OUTWARDLY & INWARDLY
- \$\$\$ vs. REAL CONNECTION WITH COMMUNITY
- STATUS (EXCLUSIVITY NOT ENOUGH)
- SOCIAL MEDIA





BRAND DEVELOPMENT & MARKETING

- Charitable marketing builds goodwill for your club and establishes positive associations to your brand.
- Charitable marketing is a great way to gain exposure for your club by leveraging the audience and trading on the recognition of another brand, the charity itself.
- We already do this: scotch events, wine events, and the likes.
- Charitable activities gives you something new to talk about on social media, in your email marketing and press/member releases.



COMMUNITY RELATIONSHIPS



- THE MEDAL OF HONOR FOUNDATION
- THE MIDNIGHT MISSION
- HOPE STREET
- HOLA
- HEAL THE BAY
- SUSAN B. KOMEN – BREAST CANCER AWARENESS
- WEST COAST CARE – REUNITING FAMILIES





CREATING WORTHWHILE PROJECTS

- Creating worthwhile community projects and events is EASY.
- Remember, 82% of U.S. consumers consider corporate social responsibility when deciding which products or services to buy and where to shop.



- STEAL FROM EVERYONE.
- CALL IT YOUR OWN.
- LAUGH ALL THE WAY TO THE BANK.



EMPLOYEE SCHOLARSHIP FUND

JONATHAN

OFFICIAL PUBLICATION OF JONATHAN CLUB

SEPTEMBER 2015

JONATHAN CLUB SCHOLARSHIP FUND: OPENING DOORS TO OPPORTUNITIES



IDEAS & IMPLEMENTATION

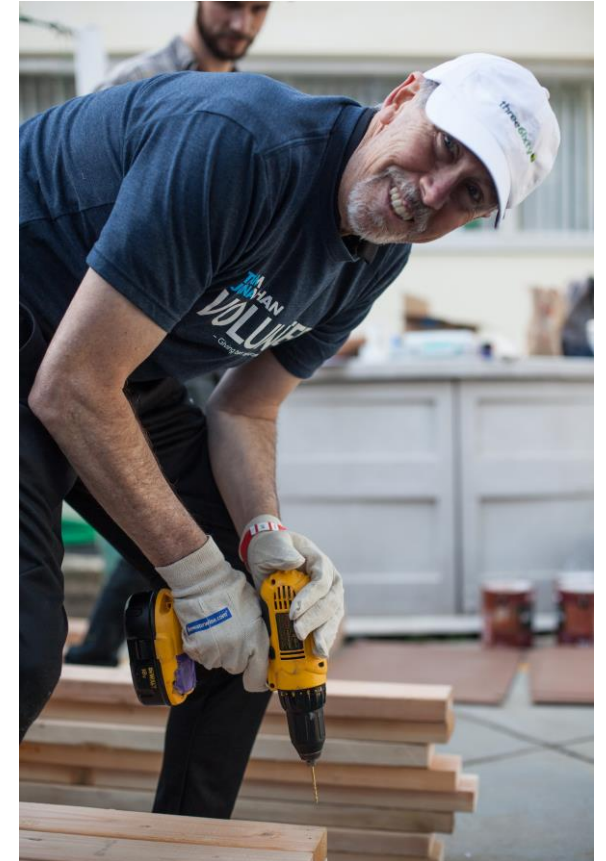


- Service Days
- Donate services to organizations:
 - Heal the Bay
 - Hope Street Clinic
- Breast Cancer Awareness Month
 - Rose
 - Pink day
 - Management pins
 - Magazine cover
- Medal of Honor Foundations & Veterans
 - Veterans Day
 - Veterans Month
 - Memorial Day Weekend
 - Services. Services. Services.



SERVICE DAYS

- Find the provider
- Don't pick the charity yourself
- Play the politics
- Identify something relevant to you (for JC it's families)
- Spontaneous Events: Fire Relief (wine, food, share and quick, DON'T be afraid of publicity)
- Festival: Food, Beer & Wine (tickets, proceeds)
- Post your recognition



LESSON IN TURNING IDEAS INTO REALITY

- RICHARD BRANSON “Screw business as usual. It’s what we do best.”
- Remember
 - You are a catalyst
 - Play the politics
 - Put it in their face



- There is no better way to earn the trust and admiration of a member base, invigorate your managers, and try to change life for the better.

