

Membership Development sub-committee

Purpose: To attract new and retain existing members



Help us secure the future of the ADAA



- Why was the sub-committee created ?
 - Membership numbers are declining year on year.
 - There is a shortage of younger members.
 - Need to maintain the financial stability of the association.
- We are considering some new initiatives in 2023.
 - However, we also need your suggestions and ideas

Membership Development Ideas



- Membership Benefits flyer.
- ADAA Members online survey.
- Facebook updates – photo competition, shared catch pics, videos....
- Catch Returns – improved visibility.
- Social Media campaign - beat videos.
- Event planning – fly tying, social events.
- Membership Incentive scheme.
- Junior membership initiatives.



Questions

