

Creating Community & Recognizing Good Work

People join and stay in clubs for a variety of reasons. Some do it to boost their CV and make connections, others do it to make friends or pursue an interest. Most people have a mix of reasons. At the most fundamental level, keeping club execs and members engaged is about understanding what motivates them to be part of the club and help keep that motivation going.

Two great ways to keep members and executives engaged are:

1. **Make your club a real community** by giving people opportunities to get to know each other outside of the context of their work.
 - a. This could be as simple as building in some chatting time at the beginning of the meeting or going out for lunch after
 - b. Create opportunities for contact outside of meetings, e.g. by creating a Facebook chat or group
2. **Show appreciation for what people have done** by creating specific opportunities to recognize them. Some ideas include:
 - a. Writing a reference letter without being asked
 - b. Filling out volunteer hour forms each year as a standard procedure
 - c. Having an AGM where you recognize each individual member and executive for precisely what they've done
 - d. **NOTE:** All of the above depends on you keeping a record of what they've done. This can be a big and difficult task to assemble all at once at the end of the year so make sure you do it throughout the year. Here is a [template](#)