



## Editorial

### Strategies For Recruiting: Part II

*As an individual*, there are a number of other strategies that I can suggest, and, certainly, I haven't thought of them all. A number of years ago, Dan Bitter came up with a rather novel approach to this problem. He ran off 1/2 page flyers touting Sierra-Diablo Matchcover Club that could be put up on various bulletin boards and sundry other areas around town. Most supermarkets, Laundromats, some libraries, etc. have such 'public' bulletin boards available. You can also do the same thing with business cards.

For those of you on-line, now that the internet is a part of everyday life for most people, if you do a search for "classified ads", you'll find a variety of web sites where you can post a free ad advertising both the club and the hobby in general.

Another very rewarding way to publicize the hobby and the club is to put up covers displays in establishments where there's a lot of foot traffic: banks, credit unions, libraries, etc. As you run your local errands from day to day, notice which establishments have show cases for such purposes. Take in a couple of your albums to show the manager and offer to make a display [*be sure and prominently display your name and contact information*].

If you're comfortable with public speaking, you can also approach local community groups for which you have good cover collections appropriate to the particular group's focus (an F.O.E. collection for the local chapter of the Eagles, for example) and offer to give a short presentation on your collection at one of their upcoming meetings. Those organizations are always looking for something 'new and different' for their meetings, and your collection is right up their alley [*you may also end up with some good contacts for cover acquisitions!*]. Fraternal and veterans groups would be ideal here: Elks, Moose, Shriners, American Legion, V.F.W., and so on.

*As a club*, the possibilities are more high-ended since the club has more resources available to it than an individual normally would. One really exciting technique is for the club to set up a table at a paper or general collectibles show. The club can sell, recruit, and advertise all at the same time!...And everyone there is already a collector of one thing or another! Sierra-Diablo did their first paper show in early 1998, and the results weren't bad for a first try: two new members, over \$300 in sales, a number of people who were interested enough to take informational literature, and lots of exposure. A club can also do the same type of thing at county fairs, and perhaps even the state fair.

The club could also post notices of club meetings in local newspapers or weekly advertising circulars. Some publications may even offer such ads at no charge for non-profit organizations.

PNMCC was the first club to put up its own website; that was in 1997. Today, several of the clubs, including Sierra-Diablo and RMS, have their own site, and the latter now brings in more members to RMS than any other source.

As with all suggestions, however, ultimate implementation depends on the members, themselves. Everyone can't be braves; some have to be willing to step forward and be a chief every once and awhile.