

Ways to Attract New Members

Silvana Della Camera



Agenda



- **Challenges of Headcount**
- **Challenges of Visibility**
- **Ramp up what you already do.**
- **Use simple tools.**
- **Working from the inside out.**
- **Tasks and their force.**

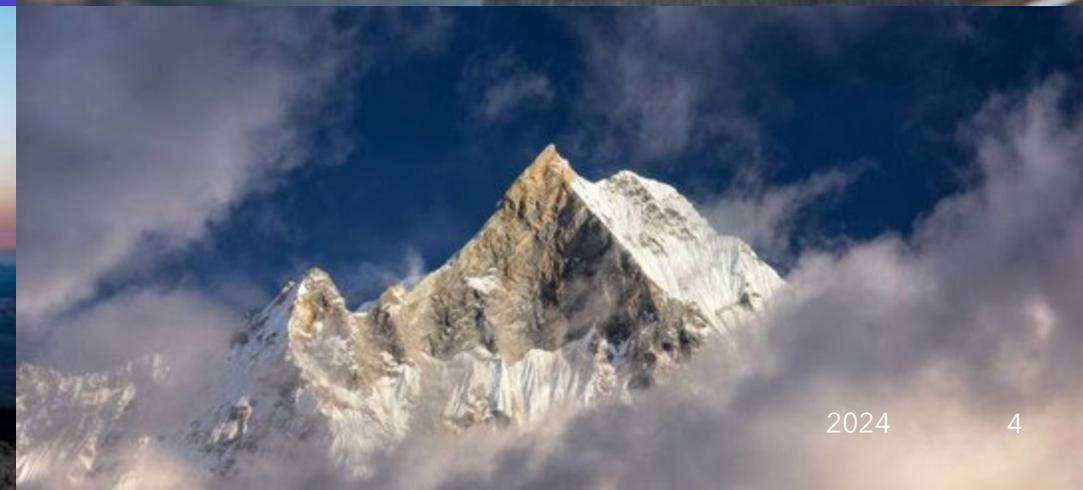
Challenges of Headcount

Why we have a problem.

- **Members move, have life changes, or lose interest.**
- **As membership decreases, the less a club can do.**
- **Without enough members, a club will cease to exist.**
- **Unless someone looks for us we don't have visibility.**

Challenges of "Visibility".

We are invisible until we are noticed.



How visible are we really?

Gather Information

- **Recall how *you* found your club.**
- **How did other members discover it?**
 - **From a search?**
 - **From a friend?**
 - **From a post?**
 - **Other?**
- **Take a survey and see how the current members found the club.**
 - **Google Forms**
 - **Survey Monkey**

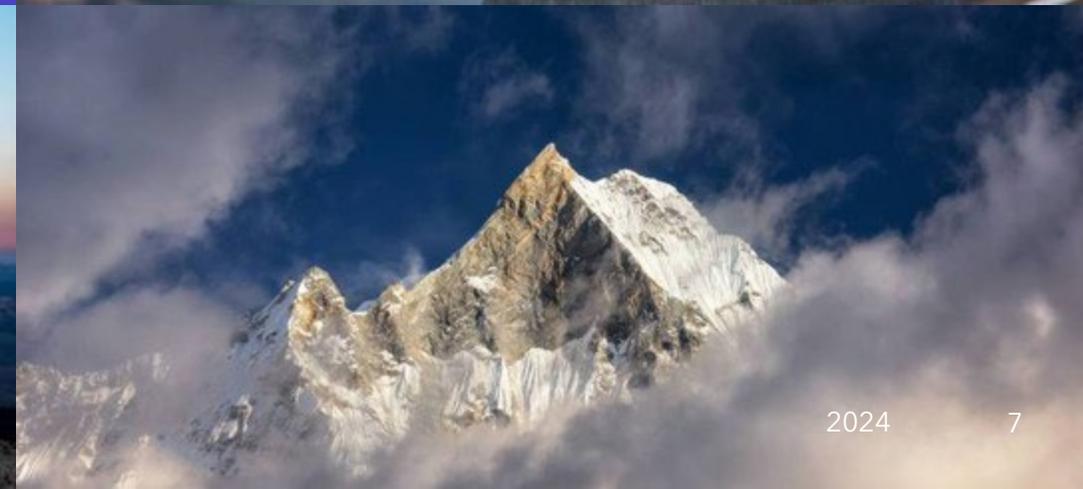
How visible are we really?

Use the Information

- **Assess the survey results.**
- **Utilize the various ways people found the club.**
 - **Was it from a friend?**
 - **Encourage members to talk about the club to friends and neighbors.**
 - **Was it via online search?**
 - **Assess how the club appears online.**
 - **Are you using SEO (Search Engine Optimization) correctly?**
 - **Was it through meeting other photographers somewhere?**
 - **Encourage members to talk to photographers they encounter.**
 - **Was it through Social Media?**
 - **Expand its use.**

Utilize simple tools to increase visibility.

Social media and more.



Be Inviting

- **Clubs can appear to be unapproachable.**
- **Invite the public to your speaker presentations.**
- **Invite people to be guests for a month.**
- **Utilize social media to reach a wide audience.**

Consider your Club Type

Zoom Only? Hybrid? In-Person Only?

- **Zoom Only Clubs**

- Reach out to prior members. Invite them back.
- Consider the offerings you have.
 - Remember in-person events or Meetups are still important.
 - People join clubs to interact with others with the same interests.
 - Offer in-person workshops, on location shoots, field trips, etc.

- **Hybrid Clubs**

- “Best of Both Worlds”
- Reach out to prior members and invite them back.

Consider your Club Type

Zoom Only? Hybrid? In-Person Only?

- **In-Person Only**

- Would offering Zoom meetings during the winter months help bring people in
- Is the physical location an issue?
 - Assess your membership.
 - Where do they live?
 - Are you located centrally to the majority of members?
 - Is the location easy to get to?
 - Is parking a challenge?
 - Is it a nice location?
 - Is there sufficient space or cramped?
 - Is it easy to socialize?

Consider your Offerings

Ask your members!

- **Find out what your members like and don't like with current program structure.**
 - Plug the holes.
- **What would they like to see?**
 - The types of photography they would like to learn?
 - Ask for suggestions (and volunteers)
- **What no longer works?**
 - Just because it's been done doesn't mean it is still wanted.
 - Flexibility is key to keep people engaged.

End of year surveys are helpful for planning and shifting things around.

Be Our Guest

epson et 2720 software - Search: x | E SPT_C11CH42201 | Epson ET-2: x | E SPT_WIN11-NS | Windows 11: x | Inbox (29,396) - sdella11@gma: x | Copy of Reminder NECCC Keep: x | Inbox (4,362) - silvanadphoto@: x | Stony Brook Camera Club x

https://www.stonybrookcc.com/default.aspx

IBM i information c... KUBRA I-Doxs VBS Press This Sign In to BlackBerry... home IBM developerWork... NSTAR E-Bill Combine text from... Zamzar - video con... RPG-Free Subfile pr... CreativeLive: Free Li... Twirls: How To Do T... Other favorites



Stony Brook Camera Club

Login

Home Membership About Us Calendar Competitions Reflections Activities Resources & Links Galleries Help

Welcome To The Stony Brook Camera Club

For over 50 years SBCC's mission statement has been "To promote enjoyment and proficiency in all aspects of photography through education, fellowship, exchange of knowledge and experience; and a broad appreciation of nature and environment." SBCC includes and welcomes members of all abilities. Whether a casual smartphone shooter or an advanced photographer, everyone grows in knowledge and experience through SBCC's many programs and workshops.

The Stony Brook Camera Club meets virtually on Thursdays at 6:30 PM for a social hour and 7:30 for the program from September to June. See our calendar for the schedule of events. Our meetings feature competitions, speakers, image studies and discussions of general interest. We also sponsor a number of image-taking activities all year. Anyone is welcome to attend and experience what we are about, although participation in competitions and our many activities requires membership (see the Membership menu item in the Main Menu above).

We hope you enjoy this site and your time with us all.



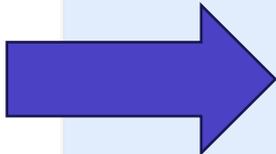
Dinner time
Allan Litchfield
Blue, Score: 28
10/3/2023 - Digital Nature - Class B

The Slideshow to the right features **Ribbon Winning Images from our 2023-2024 Competitions**

Be Our Guest!

Interested in seeing what Stony Brook Camera Club is all about? You are welcome to join as a Guest Member for 30 days. Just fill out this [Form](#) and you will be added to the attendee list for the next 30 days.

Upcoming Meetings

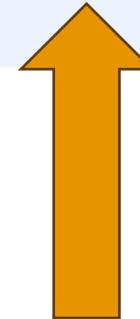


Be Our Guest

*Be Our
Guest!*

next 30 days.

Interested in seeing what Stony Brook Camera Club is all about? You are welcome to join as a Guest Member for 30 days. Just fill out this [Form](#) and you will be added to the attendee list for the



Be Our Guest

Stony Brook Camera Club

Email Address

First Name

Last Name

Subscribe



Be Our Guest

- MailChimp
 - Free*
 - Keeps the guests separate from the members so easy to control.
- Send a welcome email describing how the Guest membership works.
- Include the guest in all emails and invitations to events during their 30-day guest stay.
- A week before their guest period ends, send another email letting them know they have a week left and they are welcome to join as a real member. Include links!

We are invisible until we are noticed.

Social Media.

Reach *thousands* (free!).



Social Media

- Facebook has a lot of people on it. Put it to use.
- Clubs should **always** have a FB account.
- Post upcoming speakers and associated photos in local community groups. (Your members can do this).
- Share an upcoming event twice. The week before and the day before.
- Include the invitation to be a guest for a month. They need to sign up as a guest to attend!
- Make the post inviting!





Stony Brook Camera Club

 Edit

Stony Brook Camera Club

 Private group · 302 members



 Invite

 Share

Discussion

Featured

Your Items

Members

Events

Media

Files



Stony Brook Camera Club

Private group · 302 members



+ Invite

Share

Discussion

Featured

Your Items

Members

Events

Media

Files



About this group

This is a private Facebook group for members, pending members and friends of the Stony Brook Camera Club in MA, USA. If you wish to join, please email the webmaster at webmaster@stonybrookcc.com or request to be invited.

We welcome postings of all things photographic. Please use commonsense when posting and treat all members with courtesy and consideration which is what our club has always held important.

If a person wants to challenge a subject posted within this group, we suggest that person approaches the other offline to discuss issues they may have. We'll only step in if something starts to get out of hand and then will bring it to the SBCC board.

The Stony Brook Camera Club is located in Franklin, MA. We have been promoting enjoyment and proficiency in all aspects of photography through education by mutual exchange of knowledge and experience and also promoting a broad appreciation of our natural environment for over 50 years. [See less](#)

Private
Only members can see who's in the group and what they post.

Visible
Anyone can find this group.

History
Group created on October 30, 2009 [See more](#)

Franklin, Massachusetts

May include flagged content
Admins may allow some posts and comments to be visible in the group even if they're flagged by Facebook's systems. [Learn more](#)

Members · 302



Jake Jacobson
January 12, 2022 · 🌐



Improving landscape photography this Thursday, 7:30



Jake Jacobson
January 12, 2022 · 🌐

Stony Brook Camera Club is Presenting "The Dynamic Landscape" by Kurt Budliger on Thursday, January 13th at 7:30 pm

We've all seen amazing landscape photographs that stop us in our tracks and inspire a sense of awe and wonder, like the ones that grace the cover of Outdoor Photographer Magazine. In this program we will dive deep into exploring all the essential elements necessary to crafting impactful and engaging landscape images. You can see more of Kurt's work at <https://kurtbudliger.com/>

Visit the <https://www.stonybrookcc.com/> homepage to sign in under "Be Our Guest" and be sent a Zoom link for this program and to receive one month of free membership to the club. This active group of photography enthusiasts meets weekly on Thursday evenings from September to June.

Stony Brook Camera Club is Presenting "The Dynamic Landscape" by Kurt Budliger on Thursday, January 13th at 7:30 pm

We've all seen amazing landscape photographs that stop us in our tracks and inspire a sense of awe and wonder, like the ones that grace the cover of Outdoor Photographer Magazine. In this program we will dive deep into exploring all the essential elements necessary to crafting impactful and engaging landscape images. You can see more of Kurt's work at <https://kurtbudliger.com/>

Visit the <https://www.stonybrookcc.com/> homepage to sign in under "Be Our Guest" and be sent a Zoom link for this program and to receive one month of free membership to the club. This active group of photography enthusiasts meets weekly on Thursday evenings from September to June.

Social Media

- Utilize Instagram
 - Photographers galore.
 - Create a club profile.
 - Post member images and upcoming events. Include the invitation to be a guest for a month. They need to sign up as a guest to attend.
 - Post the winning competition images.
 - Utilize the hashtags!
 - Members should use the club hashtag on their posts.



Social Media

- Utilize Twitter (X)
 - Photographers galore.
 - Create a club profile.
 - Post member images and upcoming events. Include the invitation to be a guest for a month. They need to sign up as a guest to attend.
 - Post the winning competition images.
 - Utilize the town hashtags!
 - Members should use the club hashtag.



Meetup

- The mother of social groups.
 - Easy to use.
 - Create a club profile. (Can be private or public).
 - Utilize it as a tool to organize events.
 - This provides a way for locals to find the club.
 - Nominal fee



Change photo



Stony Brook Camera Club Meetup Group

★★★★★ (110)

New: Event feedback overview

Tap on the stars to see all of your event ratings in one place.

[Learn More](#)

Franklin, MA, USA

120 members · Private group

Organized by [Silvana Della Camera](#) and 85 others

[Edit group info](#)

Share: [n](#) [f](#) [t](#) [in](#) [e](#)

[About](#) [Events](#) [Members](#) [Photos](#) [Discussions](#) [More](#)

[Create event](#)

[Manage group](#)

What we're about

This is the Meetup for the members of Stony Brook Camera Club (SBCC). SBCC members can join this Meetup group for free. We schedule photo walks and field trips via Meetup. If you would like to join this Meetup, you will need to become a member of Stony Brook Camera Club. To learn more about SBCC, please visit www.stonybrookcc.com

Organizers



[Silvana Della Camera](#) and 85 others

[Message](#)

Members (120)

[See all](#)

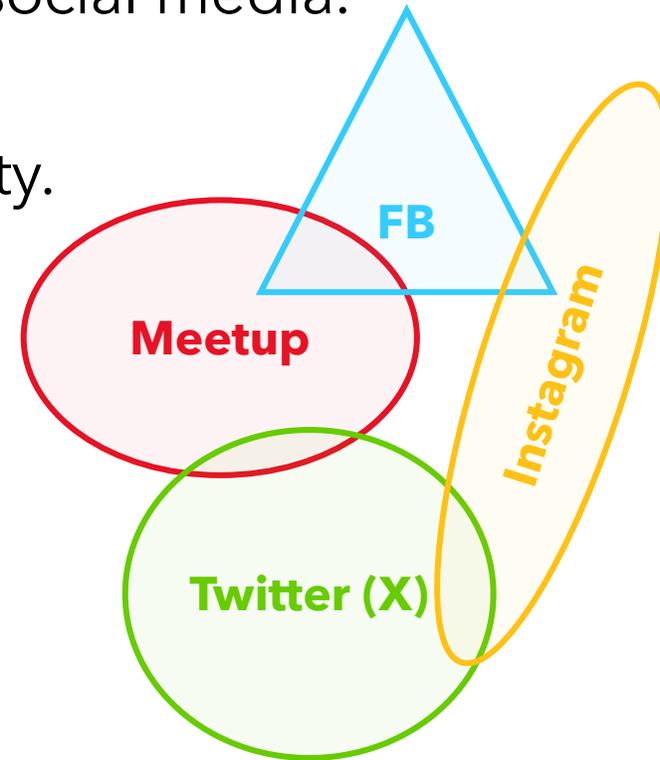


Social Media Overlaps

Not all members and potential members use all social media.

The more avenues used, the better the visibility.

Consider TikTok and Vero as well.



Local Newspapers



2012 READERS' CHOICE AWARDS
a INSIDE



PHOTOGRAPHER'S PORTFOLIO
a PAGE 11

LOCAL EDITION

Country Gazette

Serving Dillingham, Fairbairn, Franklin, Madway, Mills, Norfolk, Plainville and Wrentham

June 29 - July 5, 2012

WickedLocal.com

No. 55 No. 50 FREE

WHAT'S UP



Visit the Cracker Barrel Cluster dog shows
Page 5

Family Fund Day to support KP CARE

For the 2012 school year, the KP CARE Support Group is again leading the eight grade DARE program at KP CARE School. Toward that end, a fundraiser, Family Fund Day, is planned on Saturday, July 14, 10 a.m.-2 p.m., at the Wrentham Sportsman's Club, 7 Indian St., Plainville/Cent of Falls D.

This event will be held rain or shine and will feature live fundraising, games, and entertainment. There will also be a raffle with special prizes (50% off a hair dryer and \$1 for a hot dog).

PRIME EXTRAS

- Library pg. 20
- Sports pg. 21
- Entertainment pg. 22

Send us your Fourth of July photos

We'll feature your photos and stories in our next issue.

FRANKLIN



Towns look to regional dispatch

By Matt Telo
mtelo@wickedlocal.com

FRANKLIN — With cooperation from Franklin, Plainville and Wrentham, the towns will seek approval from Duxbury, MA to establish regional dispatch centers for dispatchers.

The Franklin Town Council just last week approved a resolution to the Legislature, following the lead of the other three towns that have also approved creating a regional dispatch center. The center would be located in the Franklin Senior Building in Wrentham.

The district — a public entity with the power to borrow money and to issue contracts for the purchase of supplies and services — would be set up as an independent agency.

Town officials include from Franklin, Harold Plainville and Wrentham would manage the district as a board of directors.

DAWN M. PETER



Woman of a century

By Matt Telo
mtelo@wickedlocal.com

FRANKLIN — At 101, Helen Carberry is the town's oldest resident, but it's not all she is. Carberry is a gracious host, good mother, world traveler and a dedicated motor and trucker.

She's a host of a lot of fun, too.

The celebration two years ago — at her 100th birthday — was a blast, and her 100th birthday party of 101 had — Frank said Carberry was the life of the party and says so now.

"She had a high spirit with high heels and a real class," Frank said.

Her health has at times not been so sturdy, and the coronavirus made it doubly taxing and speaking.

DAVE PAGE 6

CELEBRATION

Franklin July 4 fest ready to go

By Heather McLean
hmclean@wickedlocal.com

FRANKLIN — Independence Day is one highly anticipated day for it's not even the town's annual celebration until the town's annual celebration is over.

DAWN M. PETER

ONLINE EXTRA

See more photos at wickedlocal.com

Local Cafes & Libraries

- Approach local cafes, restaurants, and the like to display club images.
- Have yearly local library shows.
- Advertise in local papers, and social media.
- Have a reception night if possible.
- Connections are important. It builds visibility.

Young People

- Camera Clubs have challenges to bring in young people.
- Many young people are now picking up a camera.
- By using social media, the club gains exposure.
- Reach out to local high schools and colleges.
- Offer free membership for students over the age of 18.

Young People

- Photography is no longer taught in school, though schools still have yearbook committees.
- This is a huge opportunity for camera clubs.
- Contact the local high school and any local colleges.
- Let them know that the club offers photography instruction.

Young People

- Recreation programs in local towns.
 - Consider offering a session in the summer.
- Audubon and nature centers offer programs.
- Adult Education offerings.
- Offer sessions through the club directly.

Young People and Adults

- Offer Gift Certificates for membership.
- eCard or printed.
- Advertise through social media and through your members.
- **Give the gift of photography.**



Workshops

- Offer workshops to non-members.
- Charge a small fee if you'd like or free.
- This provides exposure to the club.
- Gives someone a reason to join.
- Advertise through social media.



We are invisible until we are noticed.

Meetings

Assess the process

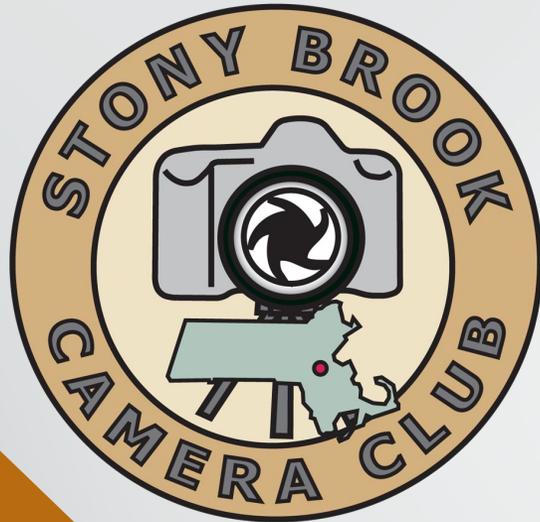


At the meetings, consider using slides for announcements.

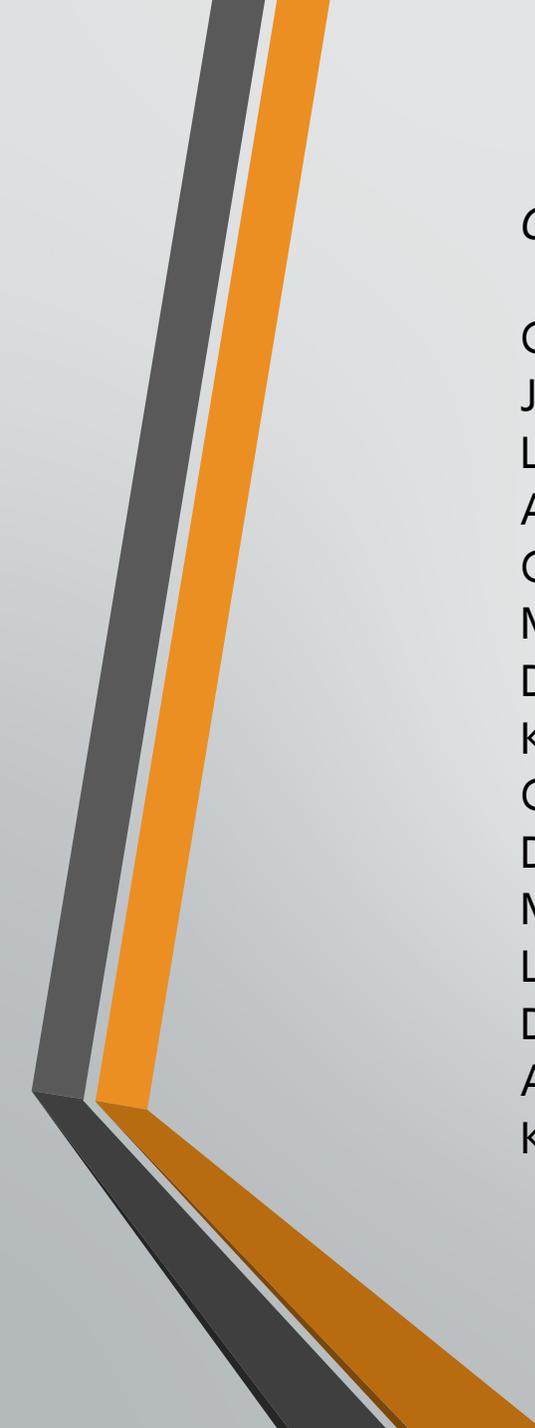
- Looks polished
- Lets people keep up and take screenshots of info
- List the new members and guests for a couple of weeks
- Remind people of the "*Be Our Guest*" program



welcome!



Announcements

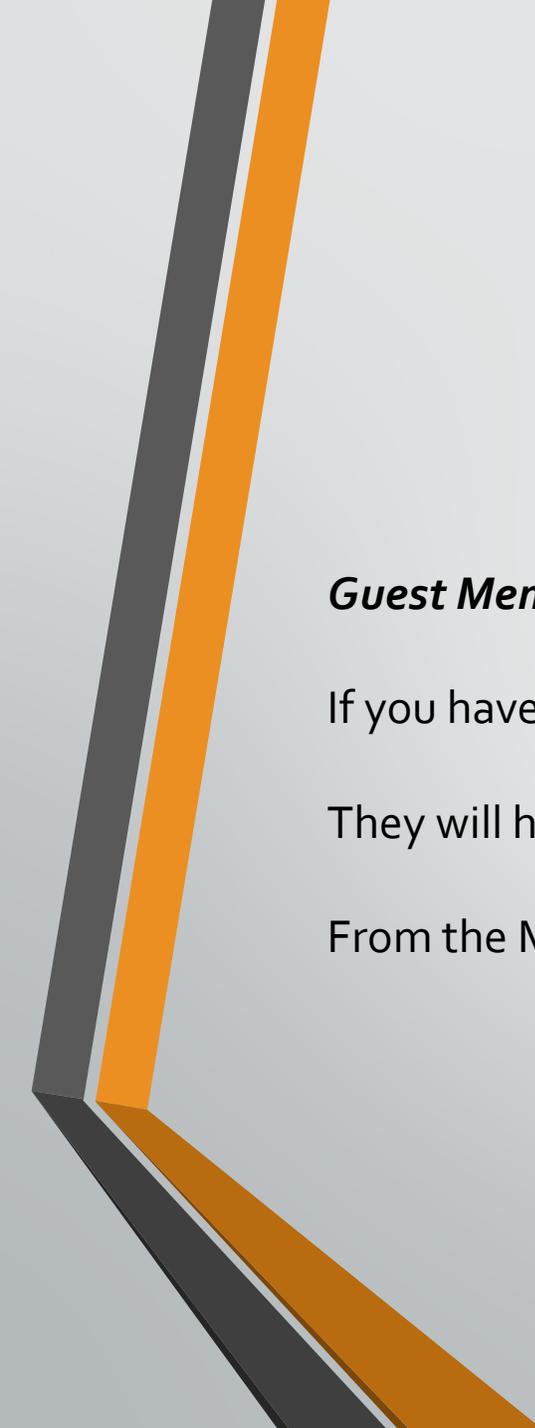


Guest Members

Carol Sacks
Joan Tilton
Linda Letourneau
Amanda Nuzzo
Gail Platz
Margaret Munson
Darwin Lam
Kristi
Glenn Killough
Doug Hudson
Michael Francis
Lisa M. Hoffman
Don Fowler
Andrea Davis
Karen L Copeland

Guest Camera Clubs

Assabet Valley Camera Club
Boston Camera Club
Cranberry Country Camera Club
Greater Lynn Photographic Association
Hockomock Digital Photographers
Merrimack Valley Camera Club
Photographic Society of Rhode Island



Guest Members

If you have friends that want to join a meeting, please have them sign up as a guest via our website.

They will have the ability to attend a few meetings and hopefully decide to join!

From the Main page, click on the "Be Our Guest" form link.

Follow @StonyBrookCameraClub on Instagram



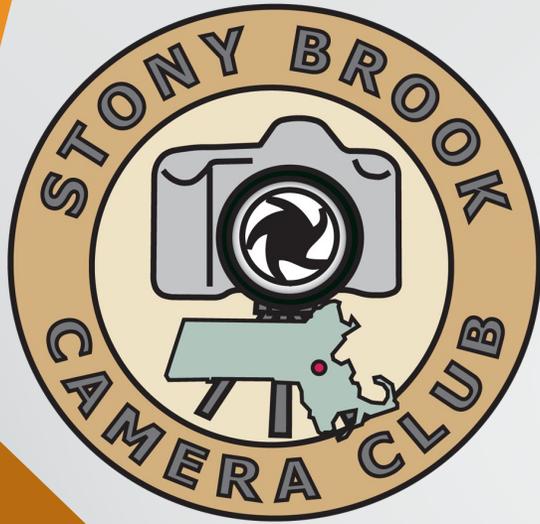
Instagram Hashtags

#sbcc_ma #stonybrookcameraclub

Stony Brook Camera Club Meetup Group

meetup





Upcoming Events

workshops

MINDFUL PHOTOGRAPHY EXPLORATION with Janet Casey

Two-Parts: Saturdays, May 8 and May 15, from 9:30 am to 12:30 pm

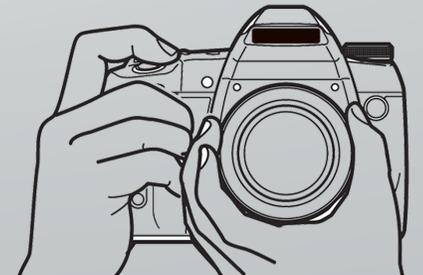
This workshop will take place on ZOOM.

Registration opens 4/15/2021 at 5 pm

“How present are you? The important thing is not clicking the shutter...it is clicking with the subject.” -- Alfred Eisenstadt

We will explore ourselves through meditation and experiencing-seeing to “receive” images in the present moment. This is not a technical workshop. Bring an open mind and your camera or smartphone. There will be time to go into your own backyard to practice. During the second session, we will review our images from the first session and a homework exercise to gain insight into how presence affects our photography and life.

Maximum 9 participants, \$15 pp



Shoot the Music

Music, much like photography, elicits a wide range of emotions, bring back memories, and can transport the listener to a different time and place. For this event, we are looking for you to share your photos or videos (3-4 minutes max) that remind you of a song, a particular lyric, or are set to specific songs/musical scores that impart those same emotions, and memories as the music does for you.

TONIGHT!

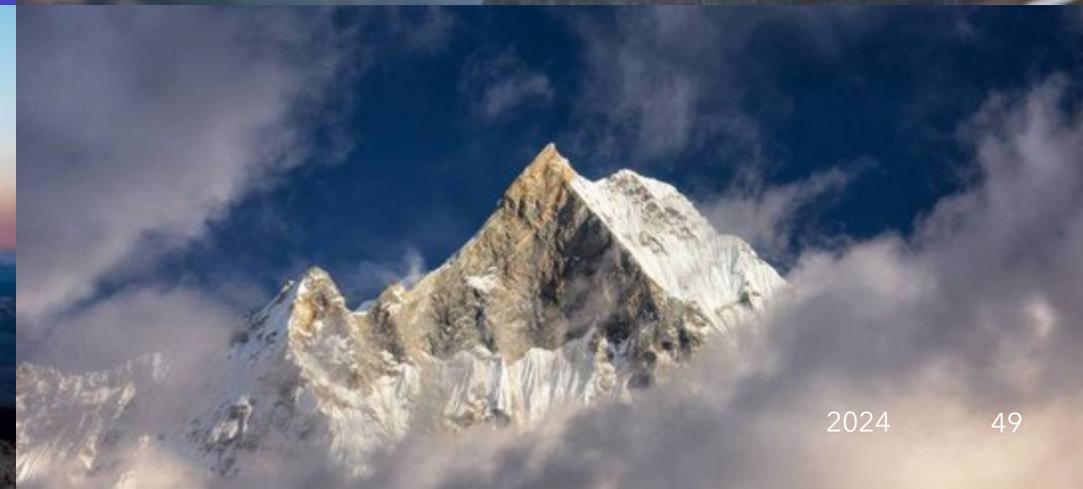
Dan Waterman

***Abstract Geometric
Architectural Photography***

Sponsored by Hunt's Photo and Video

Working from the inside out.

Existing members have incredible power.



Members are the club's ambassadors.

- Many potential members are within reach every time a member shoots.
 - Ask what club they belong to.
 - Share information about the club.
 - Just because they belong to one club already doesn't mean a thing!
- Invite members to bring a guest.
 - Many of these guests become active members.
- Remind your members they are the best resource a club has!

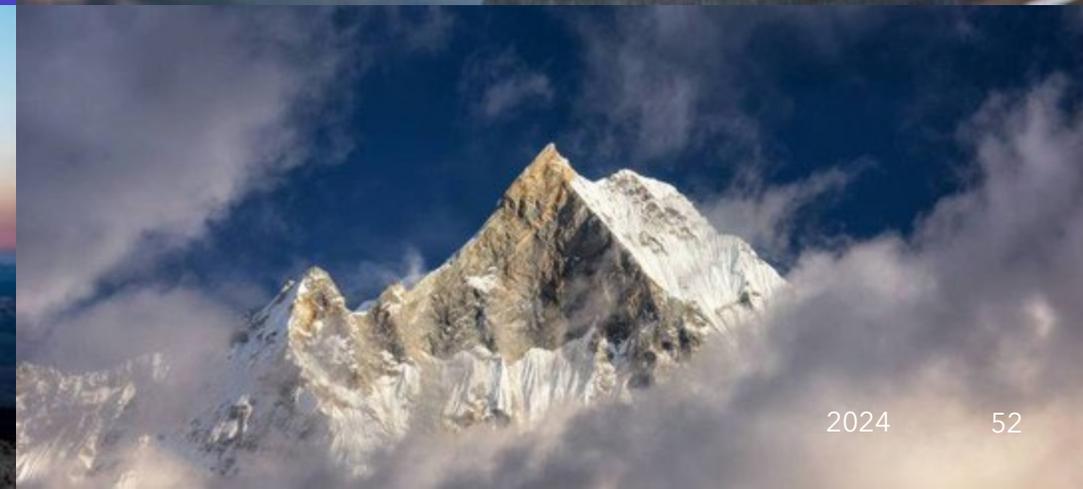
Tap into the Talents of Members

Ask people to assist

- Asking members for input engages them.
- Many people have opinions or ideas but are reluctant to voice them.
- Use surveys to get input and volunteers.
 - Are there marketing people in your club?
 - Ask them for their talents to get the word out about the club.
 - Are there IT people in your club?
 - Ask them to provide their talents on how to make the website better.

Tasks and their force.

Small things result in big things.



Committees



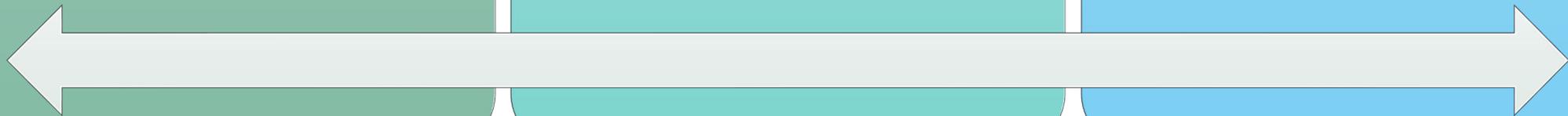
Publicity



New Member



Volunteers



Committees - Publicity

Local Papers

Publish content for upcoming speakers. Share photos and presentation description. Date, Time, Location. How to attend.

Facebook

Post the same information sent to the local papers in each surrounding community group.
Post twice. The week before and the Sunday before.

Instagram & Twitter

Post several photos in one post. Tag the presenter and provide presentation description. Date, Time, Location. How to attend.

Be Consistent

Social media uses algorithms to make your posts visible or not. The more you post, the greater the "reward" of visibility.

Delegate

Assign these tasks to people. It's not overwhelming when one person takes on a single job.

Committees - New Member

Connect with Them

- Reach out to new members when they join.
- Use a buddy system.
- Introduce them at the meetings. Have them speak about why they joined the club and the kind of photography they enjoy.
- Ask them how they discovered the club.
- If the club has a newsletter, have them write about how they discovered the club and why they joined with some of their images.

Committees - Volunteers

Organizations

- Non-profits are a great way to give back and also make the club visible.
- Are members involved with any non-profits?
- Volunteer photography services.
- Meetup is great for these events.

Makes Club Visible

- Where does your club meet? Church? Senior Center?
- Offer free photography services.
- By providing services, it serves as an outreach program.
- Your club gains visibility.

Simsbury Camera Club

Another Case Study



Simsbury Camera Club

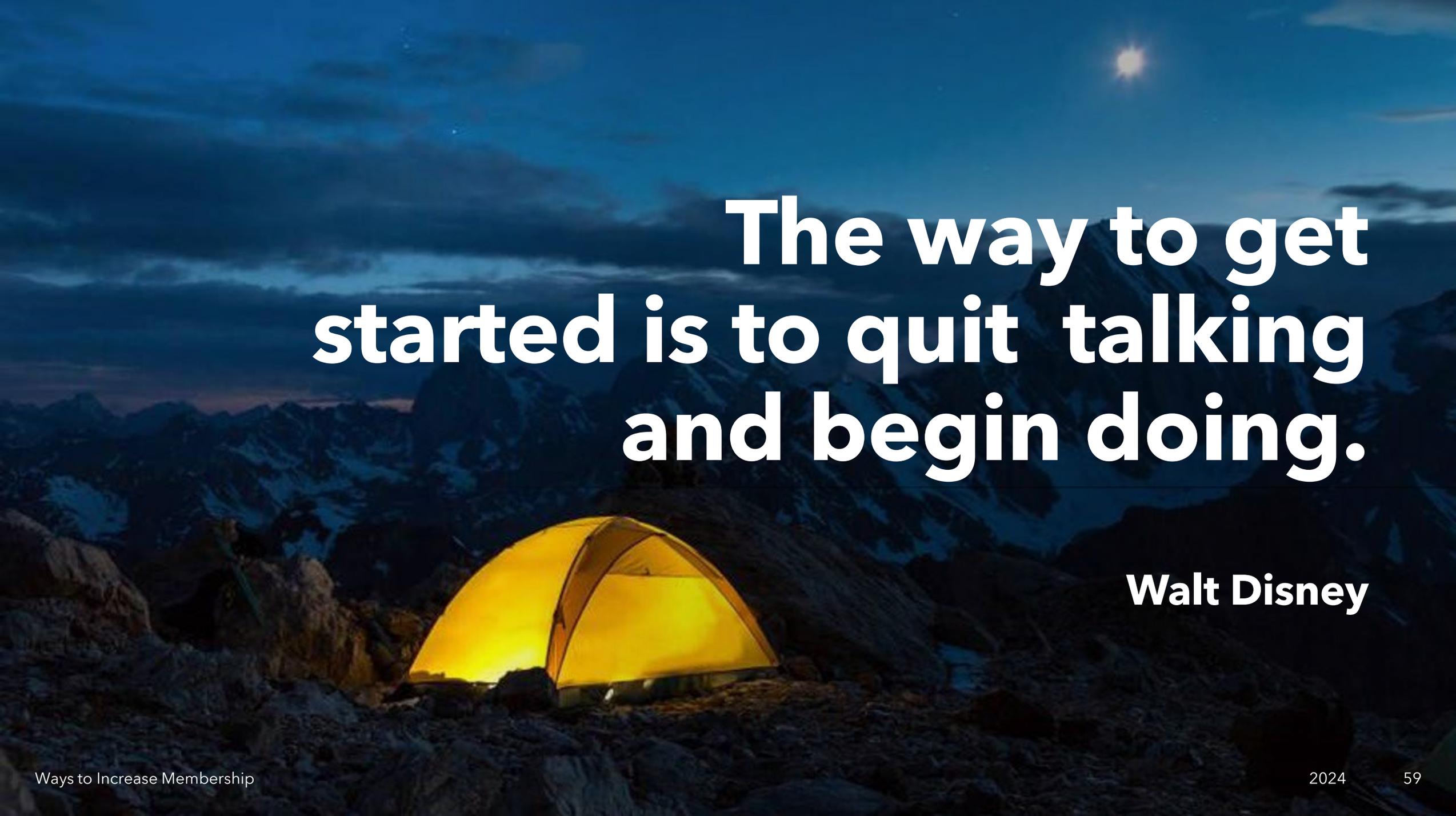
Increased members in the last 3 years from 52 to 67

Utilized surveys

- How they heard about us?
- Why they chose us?
- What they liked and what they'd like to see more of.
- Included how long they have been members.

Results

- Among newer members (3 years or less)
- Internet search, friend referral, and social media play important roles in how newer members heard about the club.
- Location was most reported reason, followed by educational opportunities and welcoming atmosphere/friends, in choosing SCC over another club.
- Hands on education/workshops and club outings were reported as the most wanted activities in the future. This finding is consistent among all club members, regardless of length of membership

A glowing yellow tent is pitched on a rocky mountain peak at night. The tent is illuminated from within, casting a warm yellow light. The background shows dark, rugged mountain ranges under a deep blue night sky with a few stars and a small, bright moon in the upper right corner.

**The way to get
started is to quit talking
and begin doing.**

Walt Disney

“Damn the torpedoes, full speed ahead!”

David Glasgow Farragut



- **Keeping a club moving forward can be a daunting task.**
- **Utilizing free (and mostly free) tools can help.**
- **Use social media.**
- **Tap into existing members to help others see the value of the club.**

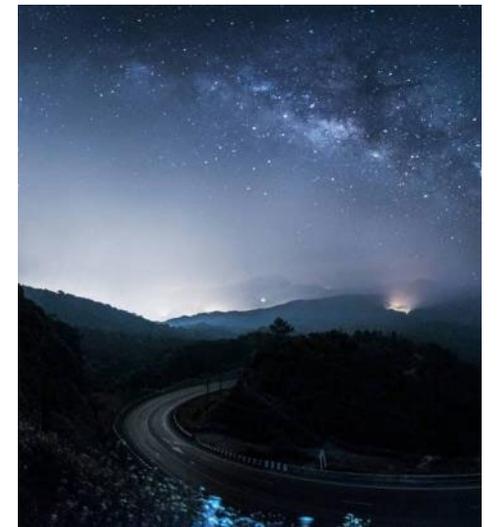
Summary

Be methodical. Be consistent.

Make your club inviting and visible.

Don't stop or become complacent.

Utilize your biggest asset. Your members.



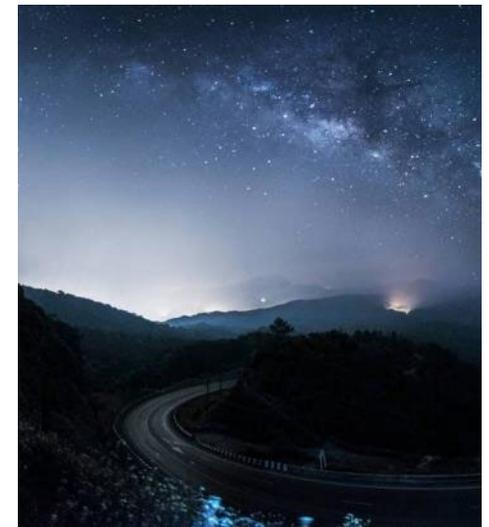
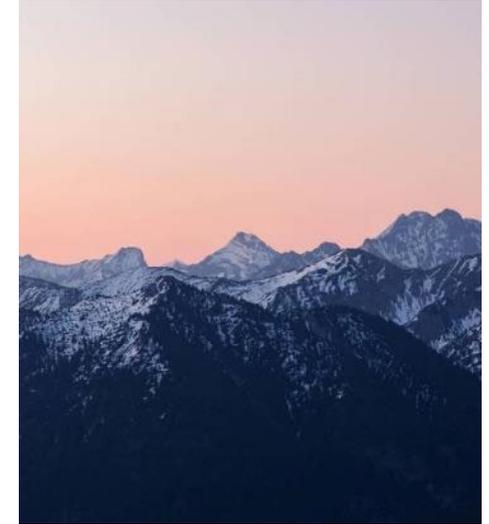
Summary (more)

Be positive.

Make a weekly checklist of tasks.

Make sure they are completed.

Document the tasks for future club officials.



You might be doing these things already.

A small tweak can make a **big** difference.

We are invisible until we are noticed.



Thank You

silvanadphoto@gmail.com
www.silvanadellacamera.com