

## **BGA CLUB MANAGEMENT GUIDES**

### **Statistical Information and Marketing feedback**

## Contents

INTRODUCTION.....	2
Types of data to gather.....	2
GLIDING AND AVIATION EXPERIENCE.....	3
VOLUNTEERING AT OUR CLUB.....	4
ADDITIONAL PERSONAL INFORMATION FOR STATISTICAL PUPOSES.....	5
UNDERSTANDING MARKETING PERFORMANCE DATA.....	7
EVERGREEN SURVEYS.....	8
Suggested Feedback Questions for New Members.....	9
Suggested feedback questions for Trial lesson feedback.....	10
EXIT INTERVIEWS AND MEMBERSHIP RETENTION.....	12

## INTRODUCTION

For better membership retention and to inform decision making, it is helpful to gather data and information. Data from people who are trying the club out or have recently joined is particularly valuable. For gathering information and data from existing members there is a separate BGA Club Management Guide - 'Carrying Out a Consultation'.

This guide sets out suggested data and information gathering at these points in the pilot life cycle:

- Visitors having their first flight(s)
- New members
- People who have already left

### Types of data to gather

- Previous aviation experience\*
- Volunteering: skills and preferences\*
- Statistical information and marketing feedback\*
  - Questions for new and temporary members
  - Analysing metrics & understand how the club is doing
- Suggested quick survey questions:
  - Introductory flights / trial lessons
  - New members
- Exit Interviews

\* available to download as separate word documents

Previous aviation experience and information about members' aspirations are useful for the CFI and their team of instructors & coaches.

There is useful information to be gleaned from understanding the types of people who come to your club, how they heard about you and why they selected your club. This information can be gathered from people directly, and from website and social media platform analytics. Understanding this information will help the marketing and communications volunteers to tailor their messaging to attract the sorts of people who will enjoy gliding. It will also help to attract a greater diversity of people to your club, making it a more enjoyable place to spend time.

It also helps to understand what sort of experience people new to the club are having, and why people leave.

Most clubs express difficulty in encouraging people to help out. Asking people about their skills and volunteering inclinations will help set the tone that at your club, people are welcome to join in, and their gliding experience will be more fulfilling if they get involved with the wider club activities and tasks.

### How to get information from people?

For most, a short (maximum 10 questions) online survey will work well, but for understanding why people leave, a call is best. Better of course, is calling people who haven't been to the club for a while to ask them how they are to encourage them *before* they decide to leave.

Suggested questions to be included in surveys (Jotform, Typeform & Survey Monkey are good – avoid Google Forms and Microsoft Forms as their data handling processes are not GDPR compliant)

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## GLIDING AND AVIATION EXPERIENCE

For existing glider pilots and for membership renewal, completing the following voluntary information will help the CFI their team of instructors & coaches understand your needs during this term of membership.

<b>Member's name</b>	
Club Reference Number	
Previous club (if applicable)	
Experience during the last year:	No. of gliding flights:
	Hours gliding P1:
	Hours gliding P2:
For new members:	Total gliding hours (P1 and P2):
	Highest gliding badge held (with date):
Instructor qualifications:	Full: Assistant: Basic: Flight Instructor Coach: Examiner: Lapsed instructor happy to renew:
Other gliding qualifications e.g. SPL, TMG, FI(S)	
Other current aviation experience e.g. NPPL, PPL, ATPL, etc	
What type of gliding do you want to do in this term of membership?	
What goals do you have for this term of membership?	
What age did you begin gliding?	
Have you ever been a member of:	The Air Cadet Organisation: Y / N A University Gliding Club: Y / N A University Air Squadron: Y / N

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## VOLUNTEERING AT OUR CLUB

As a volunteer-run, not-for-profit club, all our club members help out in some way and we have a whole range of voluntary activities for you to get involved with. As you get to know us, you will quickly see that many of the people you meet have been club members for many years. We appreciate that available time fluctuates depending on how busy the rest of your life is, and many of the ground-based activities have a variety of depth. For instance, the club management activities vary from elected club official to occasionally helping out with a minor task. Likewise with aircraft maintenance or social events.

The sport of gliding involves so much more than just the flying, and your time with the club will be richer for getting involved with additional activities.

Some activities, such as helping to set up the field, run the launch point, launch other people and pack up at the end of the day are not optional because all pilots needs the help of several other people to get airborne in clean aircraft.

To helps us to help you get started there are two sorts of information we're asking for: the skills you bring; and the types of activity you would like to get involved with.

Name:

Email:

Phone number:

Over the years, what have you been doing for a living?:

What skills would you like to bring to gliding club volunteering?:

The gliding club offers opportunities in the following areas. Please circle those which you are interested in learning more about, with a view to beginning to help out:

Maintenance activities:

- Field, tracks & boundary
- Environmental management
- Buildings
- Club house
- Vehicles
- The winch
- Aircraft

Social:

- Organising events
- Bar
- Catering

Marketing & communications:

- Voucher sales
- Social media
- PR

Club Management:

- Governance
- IT
- Accounting & financial management
- Member support
- Volunteer management & support
- Local networking

Competitions:

- Hospitality
- Set up and take down
- Competition Office
- Launching

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## ADDITIONAL PERSONAL INFORMATION FOR STATISTICAL PUPOSES

Whilst optional, gathering and analysing data helps us to make our club more inclusive and to support the diverse needs of our club members.

This information will be treated anonymously. It will be kept separate from the rest of your information. If you wish to decline answering any of these optional questions, simply leave answers blank. Feedback is welcomed, especially if it helps us to become more inclusive.

Sport can and does play a major role in promoting inclusion of all groups in society. However, inequalities have traditionally existed within sport, particularly in relation to gender, race and disability. Sport England is committed to promoting and developing sports equity, which is about fairness in sport, equality of access, recognising inequalities and taking steps to address them. By monitoring the profile of people in sports clubs, The BGA and Sport England can identify any issues relating to under-representation of different groups and can together develop strategies to ensure all people have an opportunity in the future development and progress in sport.

In addition, being able to describe its demographic profile can be helpful to the club in applying for funding or improving relationships with local agencies

### Ethnicity & Nationality

In order to help the club monitor its membership please will you circle one of the following to identify your ethnic group and state your Nationality?

#### Ethnic Group

White      Asian      Afro-Caribbean      Oriental      Other

Optional: Please add a comment to more accurately express your ethnicity

#### Nationality:

### Gender

To help the club monitor how inclusive it is, please will you circle one of the following?

Male      Female      Non-binary      Gender Fluid      Prefer not to say

### Age

To help the club monitor its membership please will you circle one of the following?

Under 21      21-25      26-40      41-50      51-60      61-70      70+

### Disability

Do you consider yourself to have a disability? If yes, please circle the following as relevant.

Physical disability      Neurodiversity  
Visual impairment      Multiple disabilities  
Hearing impairment      Other (Please give a general indication)  
Learning disability

**How did you first hear about us?** (Please circle the one that applies)

Word of mouth

Club Social media account: Facebook / Instagram / Tiktok / other [insert the options that your club uses]

Social media: a post in my feed

A search engine

Local press article

Given a flight as a gift

**What factors have influenced you to come gliding with us?**

**What do you like about the club?**

**What can we do better?**

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## UNDERSTANDING MARKETING PERFORMANCE DATA

### Understanding Club Performance

This is a basic guide and introduction to the principles.

To communicate effectively with the outside world in a way that encourages potential new members, it is important to understand what works and what to avoid doing again.

There is a wealth of information to be found in the analytics section of the club website, newsletter provider and social media platforms. The trick is to select one or two metrics that provide relevant and useful information in relation to the goals of the communication. For instance, are you building followers, or are you encouraging people to click a link to view the website or buy a voucher?

There are four phases a person goes through to become a member:

awareness → engagement → conversion → club member

Communications are usually aimed at one of these phases at a time. There is a lot of information about the funnel (where people move through the phases) and you will need to have people at all four phases, but in terms of reviewing and understanding how the communication is going, consider each phase individually.

You might look at:

- follower numbers
- likes, comments, shares, saves.
- newsletter sign up rates, open rates, click rates
- home page, clicks, purchases
- unfollows, unsubscribes, dips in activity

Other key metrics include:

- Numbers of club members
- % female members (a proxy indicator for how friendly and inclusive your club is)
- % U26 members
- Time of first launch
- Launch rate

Principles:

- Select the metrics according to the goals
- Before publishing a new post or campaign, measure the metric as a baseline
- Measure the metrics regularly each week / month / other regular time period
- Use the information – do more of the good stuff and less of the poor stuff.
- Have fun creating and experimenting; this is learning through play



## EVERGREEN SURVEYS

You can set up a set of surveys, that are always ready for someone to respond to. They just need to link or QR code, which can be supplied as part of an automated email as a follow up to their visit, or when they join the club.

For most purposes, a short (maximum 10 questions) online survey will work well, but for the understanding why people leave, a call is best. Better of course, is calling people who haven't been to the club for a while to ask them how they are to encourage them before they decide to leave.

Suggested questions to be included in surveys (Jotform, Typeform & Survey Monkey are good – avoid Google Forms and Microsoft Forms as their data handling processes are not GDPR compliant)

The two following surveys have been set up as templates in Jotform: [New members](#); and [First Flights](#).

If you choose to use Jotform, there are some functions you can utilise:

- Use your club's logo (via settings)
- Thank you page, with a re-direct to further information
- Encryption of the form data (although please do not collect full dates of birth – too risky to store safely)
- Autorespond emails
- Conditional logic
- Unique submissions (one submission per IP address) etc

### Adapting these forms in Jotform

If the templates can't be found, you will need to clone these forms:

1. Create form (top LHS)
2. Select 'Import form'
3. Select 'From a website'
4. Enter the form's URL (RH click the links below, then copy):
  - a. [New Members](#)
  - b. [Introductory Flights](#)
5. Select 'Create Form' at the bottom – then amend e.g. logo etc

The questions for both forms follow.

## **Suggested Feedback Questions for New Members**

Unless otherwise indicated, the question format is 'short text, no character limit'.

### **New Member Feedback**

Thank you for coming to fly with us, we hope you are enjoying your experience. To help us to help you and to encourage other people to join, please can you take a few minutes to let us know how we are doing?

1. How did you first hear about us?
2. When did you join the club? (Date)
3. What was the motivation behind your decision to join?

Scoring 1-10:

4. How was the welcome on your first visit after you joined?  
(Non-existent – Perfect)
5. Was everything explained to you, and your questions answered?  
(Not at all – Definitely)
6. How do you rate the overall friendliness of the club?  
(Very unfriendly – very friendly)
7. Do you know who to ask or how to get hold of information if you have queries  
(It's a mystery – It's very clear)
8. What are you enjoying most about being a member of the club?
9. What could we do better?

Single choices:

10. Would you recommend our gliding club to people you know?  
Yes, definitely  
Maybe  
No, never
11. Can we use positive comments as a testimonial?  
Yes  
No
12. If yes, can we use your name?  
Yes, you can use my full name  
First name only  
Please anonymise

13. Any final comments?

Optional: contact details

- Your name
- Email
- Phone number

## **Suggested feedback questions for Trial lesson feedback**

Unless otherwise indicated, the question format is 'short text, no character limit'.

### **Your Flight – Feedback**

Thank you for coming to fly with us, we hope you enjoyed your experience. To help us to provide an enjoyable experience for others, please can you take a few minutes to let us know how we did?

1. How did you first hear about us?
2. What was the date of your flight? (Date)
3. Did you bring other people with you? (tick all that apply)
  - It was a group booking
  - Friends
  - Work colleagues
  - Partner
  - Children under 18
  - Other family members
  - No

Scoring 1-10:

4. How was the welcome when you arrived?  
(Non-existent – Perfect)
5. Was everything explained to you, and your questions answered?  
(Not at all – Definitely)
6. How do you rate the overall friendliness of the club?  
(Very unfriendly – very friendly)
7. How was your flight?  
(Never again! – Amazing)
8. What was the highlight of your visit?
9. What could we do better?

Single choices:

10. Would you recommend our gliding club to people you know?
  - Yes, definitely
  - Maybe
  - No, never
11. Can we use positive comments as a testimonial?
  - Yes
  - No
12. If yes, can we use your name?
  - Yes, you can use my full name
  - First name only
  - Please anonymise
13. Your flight today includes a short term membership of the club. Will you be coming back during your membership?
  - Yes, the next trip is in the diary
  - Yes, but I don't know when
  - No, but may come back in the future
  - No, never will

14. Will you be joining the club?

Already have

Yes

Perhaps

No

15. Is there a reason for your choices? (and to be honest, we are particularly interested in understanding why people do and don't join)

16. Any final comments?

Optional: contact details

Your name

Email

Phone number

## EXIT INTERVIEWS AND MEMBERSHIP RETENTION

If we can get pilots to their first membership renewal, they are probably likely to stay in the club long term and will be future instructors, maintainers, committee members etc. The first few weeks and months are critical. New members need to be actively encouraged to join in and form social bonds. The more quickly they do that, the more confident they become and feeling confident in a new sports club is a major determinant as to whether a new member will persist and keep coming back.

### **Why exit interviews matter**

It is important to understand why people leave, so that the club management can address issues. Some things can't be changed, but others can.

Perhaps you will have a short questionnaire, but even better is a conversation.

### ***Potential questions:***

- Why are you leaving?
- What factors affected your decision?
- Is there anything the club could have done?
- Is there anything we can do to change your mind?
- We don't want to lose you completely, do you want to stay in touch?
- Do you want me to keep things anonymous as I feedback what you have said?
- Etc etc

### ***Things to consider as the relationship shifts from member to ex-member:***

- A 'friends' scheme which keeps them on the newsletter list, should they wish and ensures they are invited to club social events
- Offering them a re-joining deal each spring / quarter
- Offering them a different type of membership, if full flying isn't an option for the time being

***Even better: avoid doing exit interviews*** by calling people if they haven't visited the club for a while. Perhaps they had a difficult experience with an instructor or club member which has rattled their confidence. Or perhaps they are busy with work and don't have the headspace for flying solo – encourage them to come back and have a friendly social flight where they can look at the scenery.

There are many reasons why people may have been absent, how can you help them to come and join in a minimal fuss sort of a way?