

# CLUB BUILDING MANUAL

. . . Do More. Care More. Be More



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#### Introduction

Organizing and chartering a new Pilot club is one of the most rewarding experiences for everyone involved. Chartering new clubs enables Pilot International to . . . Do More. Care More. Be More. The Club Building Manual is designed to assist club builders in this process.

There is a global desire of people looking for opportunities to volunteer their time through community service. Pilot International enables members to enhance their personal and professional skills, meet new friends and impact the communities where they live.

The Club Building Manual shares and highlights many resources outlining the entire process to be used by the club building team. The Manual provides examples of materials to assist with attracting new members and new club communication. All forms needed to charter a new Pilot club are included as well.

From the Code of Ethics Pilot International . . .

To consider our work worthy and ourselves worthy of our work, exemplifying in it at all times the Pilot motto, "True Course Ever."

~ Pearl Sparks ~

Chartering more clubs provides additional volunteers for Pilot International and helps to share our worldwide mission statement, impacting communities around the globe.

### Pilot International Mission Statement

To influence positive change in communities throughout the world. To do this, we come together in friendship and give people an outlet for service.

We focus on preparing youth and young adults for service, encouraging brain safety & health, and supporting those who care for others.

# Pilot International Vision Statement

Pilot International envisions a world where all are valued.

#### **Club Building Process**

#### Notification of Intent to Organize a New Pilot Club:

The Notification of Intent form is included in this Manual. The form should be completed by one of the club building team member(s) and submitted to Pilot International for review and approval by the Executive Committee. The form should also be shared with the appropriate District Governor. The Pilot International President will send out a congratulatory letter of approval to the club building team.

#### **Charter Members:**

Pilot International policy states that a minimum of **five (5)** members are required for chartering a new club.

The Pilot club officers are as follows:

President

President Elect

Secretary

Treasurer

**Note:** The Secretary and Treasurer positions may be combined if necessary.

#### Site Selection and Location:

When building a new club, the site selection if an important decision. Some of the reasons why the club builders would want a site close by:

- 1. Communication between building team members and key people of your target or site area.
- 2. Frequent visits to the site community by members of the building team for site visits, for recruiting purposes and also to attend organizational meetings for the new club.

#### New Club's Meeting Location/Time:

When and where the club building team conducts the pre-charter or organizational meetings is very important. It may be possible to identify the best location and time of day by surveying when and where other service clubs meet in the area. Consider the following questions:

- ✓ When and where do other service organizations meet?
- ✓ How successful are these clubs in terms of membership and service projects?

Information regarding similar service organizations can probably be obtained from the local Chamber of Commerce.

#### New Club's Profile:

Included in this Manual is a form entitled *Club Building Checklist (Before First Pre-Charter Meeting)*. The form was designed to assist the club building team in making good first decisions.

#### Name:

The responsibility for naming the new club should belong to the club building team. Waiting until you have 5 charter members and then voting on a name can create controversy before the club charters. It would be beneficial for the club building team to decide on a name before the first pre-charter meeting.

#### Day and Time:

Pre-charter meetings should be conducted weekly during the organizational process. There will be much to discuss and frequent meetings stimulate excitement and momentum for charter members to go out and recruit more charter members.

#### Type of Club:

The club building team should determine the type of Pilot club which would be best for the area based on research and discussion as mentioned above, i.e., lunch (meet during the day), dinner or evening type club.

# Responsibilities of Each Club Builder

The club building team should consist of <u>three to five</u> Pilot leaders. Building the new club will be a great exercise in team work! It is important to determine the strengths of your club builders and create four areas of responsibility.

Communications -	<ul> <li>New club flyer</li> <li>Newsletter</li> <li>Letters of invitation</li> <li>Agenda for pre-charter meetings</li> <li>Charter Ceremony Program</li> <li>Contact newspaper and share press releases</li> </ul>
Meeting Manager -	<ul><li>□ Schedule speakers for pre-charter meetings</li><li>□ Greet prospects at the door; sign in with contact information</li></ul>
General -	<ul> <li>□ Phone and follow up with charter members before each meeting</li> <li>□ Coordinate phone committee to contact prospects</li> <li>□ Complete all paperwork; Master of Ceremonies at meetings</li> <li>□ Collect all charter member applications; fees and costs</li> </ul>
Marketing -	<ul><li>☐ Visit/meet prospective members</li><li>☐ Schedule/maintain recruitment calendar</li></ul>

Attend community meetings (Chamber of Commerce) to share
information regarding the new club
Prepare list of prospects
Encourage charter members to bring prospects to the next
meeting

#### ATTRACTING MEMBERS/PRE-CHARTER MEETINGS

Attracting members for the new Pilot club is a very important ingredient. Some suggestions for sharing new club information are:

- Advertising in local newspaper.
- Local TV stations.
- > Greet and meet events including chamber of commerce meetings.
- Visiting businesses and companies.
- Social media for announcements, updates, etc.

Pre-Charter Meetings are essential for club development. There will be potential members that are learning about Pilot International for the first time. The meetings should be well scripted, energizing, focused and interactive. Guests attending will have questions and this can be a very exciting time.

Some points to remember for successful Pre-Charter Meetings are:

- Limit the length of the meetings. If there is a social time at the beginning of the meeting for 30 minutes or so, plan an additional 60 minutes to present and discuss the agenda items.
- There should be a written agenda for each meeting. There may be one or more club builders presenting items on the agenda. This should be well planned, rehearsed and interesting.
- Arrive early to the meeting site to insure everything is properly set up and prepared. Pay particular attention to the sound system, electronics and lighting to be used.
- Include significant Pilot International marketing pieces on display tables such as the Pilot International brochures, flyers, Pilot International pocket calendars, copies of the most recent *Pilot Log*, PI Newsletters, name badges and a sign-in sheet.
- Schedule dynamic speakers to present the Pilot story. For example, one speaker may present the historical journey of Pilot; another may share their own personal testimony of how Pilot has impacted their life. Videos and power point presentations could also be shared during this time.
- A new member packet should be presented to all potential new members attending. Members of the club building team and other Pilots should be available at the close of the meeting to answer questions or talk one-on-one with guests.

#### **Pre-Charter Meeting Checklist**

- ✓ There should be a sign-in form at the front door or all doors if there is more than one entrance. It is important to collect all relevant information on the form, i.e., name, phone number and email address.
- ✓ A stick-on name badge should be made and given to the guests. (Note: it would be a nice touch to run the badge labels through the copier and put the Pilot International logo on each one).
- ✓ Display table properly stocked with various marketing pieces, the Pilot Log, True Course Ever, Pilot pens, etc.
- ✓ Hand out copies of the Meeting Agenda to the guests.
- ✓ Make sure there is a time either before, during or after the meeting for introductions (guest introducing herself/himself or by an existing member).
- ✓ Choose an energizing speaker that can share and present Pilot International in an inviting way.
- ✓ Charter applications should be available to hand out asking each guest to become a charter member.
- ✓ There should be plenty of informational flyers about the new club to give to the guests.

#### Financial/Corporate Duties of the New Club

It would be helpful to choose one member from the club building team to be responsible for the completion of all paperwork.

#### Employer Identification Number (EIN)

It is necessary for each Pilot Club in the United States to obtain an Employer Identification Number (EIN), Form SS-4, Internal Revenue Service. This number may be obtained from the IRS by applying on line at <a href="https://www.irs.gov">www.irs.gov</a> or calling the IRS toll-free number 1-800-829-4933. *Note: when the EIN is received, it would be directed to the Club Treasurer and a copy sent to PI Headquarters, 102 Preston Court, Macon, GA 31210.* The EIN number will be used by the club in filing the 990 Form with the IRS.

#### Club Bank Account

The new Pilot club should establish a bank account for depositing the club's funds and the processing of all necessary financial transactions.

#### Incorporation

Pilot International Bylaws require new Pilot clubs in the United States to become incorporated within one (1) year from the date of Charter. (See Pilot International Bylaws, Article V).

#### Fees/Dues:

Determine the financial obligations of the club/members for the Pilot year. The dues of each member would include: Pilot International dues, district dues, club dues and the cost per member for annual liability insurance. There is also a <a href="mailto:one-time">one-time</a> initiation fee per new member. Charter members can join as: new, transfer, reinstated, Pilot student or former Anchor.

Note: only new members pay the one-time initiation fee.

Pilot International Membership Applications are to be completed for all charter members and submitted to the Membership Department at Pilot International along with costs and international dues. Note: The membership applications and all amounts due must be received at Pilot International Headquarters prior to chartering the club. All applicable district dues are submitted to the District Treasurer.

The club will consider and determine the financial obligations for: PI Convention annual registration fee, District Fall Council and District Convention attendance.

#### Club Banner

The club banner may be ordered from the Membership Department at Pilot International. Processing time for ordering and receipt of the banner is approximately 3-4 weeks. The new Pilot club will be billed for the cost of the banner plus shipping charges. *Please see order form included in this resource.* 

#### Club Organization - Expenses/Reimbursement

Expenses for the formation of the new club will be reimbursed to the club or person(s) responsible for organizing the new club, with approved receipts, <u>up to 50% of the total of dues paid</u> to Pilot International. Eligible expenses include those costs incurred for organizing the club and those related to the club's setup or operation expenses. All organizing expenses must be submitted to Pilot International Headquarters <u>within thirty (30) days</u> after the charter presentation to the new club.

Notification should be sent to the district that will support the organization of the new club.

#### Officer Training

Training for the team of new club officers is vital. The charter officers receive a complete description of their duties and complete officer training. The district leadership will set up the initial training for the charter president and president-elect. A complete set of Pilot International resources will be available to all members of the officer team.

The district leadership will appoint a development team to assist and continue the on-the-job training by attending the new club's upcoming Board of Directors meeting(s) for the current month and the month following. A member of the development team will also attend the regular monthly club meeting to assist the new club officers.

#### **Charter Ceremonies**

The charter ceremony will be a very special time for all involved in making this new club a reality. Choose one or several members of the club building team to assist in organizing this memorable event. Some things to consider in preparing for the event:

- > Select a date and time when most charter member can attend.
- Determine where the event will be held and whether it will be a lunch, dinner or just refreshments and drinks.

- ➤ Order charter supplies well in advance of the charter date. If ordering a club banner, check with the Membership Department to insure a delivery date prior to the charter date. (Typically at least 3 weeks.) If ordering new member pins, be sure to check with the vendor for a delivery date.
- > Submit all charter membership forms to the Membership Department at Pilot International HQ so that the charter can be prepared along with new member certificates and new member guides.
- Design the program; determine the guest list and send out invitations. (See sample program in the forms section of this resource.)
- ➤ Be sure to contact everyone on the program and explain their role and time allowed; select a Pilot that will install the charter officers.
- ➤ Choose a welcoming committee made up of members of the club building team to assist at the door.

#### **Charter Member Orientation**

Please see New Member Orientation and Mentoring Made Easy resource.



## NOTIFICATION OF INTENT TO ORGANIZE A NEW PILOT CLUB

(Complete this form and send to Pilot International Headquarters)

Name of individual:	OR Pilot Club:
planning to organize a Pilot Club in	
Target date for charter of the new club:	
organizing the new club, with approved receipts International. Eligible expenses include those conthe new club's setup or operation expenses. All Headquarters within thirty (30) days after the ch	narter presentation to the new club. New Members of Guide from Pilot International. New member/club
Signature of person completing this form:	
Pilot Club of:	
Mailing Address:	
State/Province/Prefecture/Zip:	
Daytime Phone:	Cell phone:
Date:	
cc: District Governor	
Revised 8/2017	



# CHECKLIST (ATTACH TO)

#### NOTIFICATION OF INTENT TO ORGANIZE A NEW PILOT CLUB

DATE:		<del></del>
	1.	PAPERWORK REQUIREMENT FOR PERMISSION TO ORGANIZE THE CLUB WILL NEED TO BE APPROVED PRIOR TO COMMITMENT TO ANY GROUP REGARDING CHARTERING.
	2.	Nonprofit status requirement needs to be determined as each country has different requirements for an NGO and can take a long time.
	3.	DETERMINE FINANCIAL OBIGATION REGARDING ALL DUES, PI CONVENTION, DISTRICT MEETINGS AND TIME FRAME FOR EACH.
	4.	MINIMUM MEMBERSHIP REQUIREMENT AND DISCUSS FEASIBILITY OF OBTANING INTERESTED MEMBERS.
	5.	REVIEW ORGANIZATION STRUCTURE AND RESPONSIBILITIES OF OFFICERS AND COORDINATORS DUES PAMENT DATES, BANK ACCOUNT REQUIREMENTS, ETC.
	6.	SET UP A REGULAR COMMUNICATION SCHEDULE FOR PROGRESS REPORTS.
	7.	NOTIFY THE DISTRICT WHO WILL NEED TO SUPPORT THE ORGANIZATION OF THE NEW CLUB.

# Checklist for Building A New Club



# **Process for Chartering New Clubs**

Select target community.  Discuss new club opportunity with key people in the community.  Research information about the success of other service clubs in the community.  Conduct initial planning meeting with club builders; set goals, strategies, timelines.
Appoint club builder to:  ☐ Write letters of invitation, welcome and follow-up.  ☐ Room set up before each meeting; designated welcome team.  ☐ Create weekly newsletter/email to prospects and charter members.  ☐ Individual to act as master of ceremonies at each pre-charter meeting.  ☐ Seek out speakers that can share or present Pilot at each meeting.  ☐ Call charter members and prospects to remind them of each meeting.  ☐ Set timelines for all club builders to recruit professionals from the community to attend pre-charter meetings.
Develop new club summary flyer using the following information:  ☐ Select the club name.  ☐ Calendar meeting dates for the pre-charter meetings.  ☐ Determine meeting place and time.  ☐ Determine Charter date.

	Discuss/set goal for number of charter members.  Determine place for charter ceremony.  Determine date to elect club officers.  Set goal for a future visionary project for the new club.
Recrui	t prospective members.  Develop publicity activities two weeks prior to the first pre-charter meeting.  Attend chamber meetings to promote the new club.  Leave new club summary flyer with each prospect.  Send follow-up invitation letters to all prospects.  Share with local newspaper.
Pre-ch	arter meetings. Start and end all meetings on time. Prepare an agenda for each meeting. Ask new members to fill out charter member applications; share charter member applications with prospects as well.
Corres	pond with charter members and prospects between meetings.  Email newsletter and welcome letter to all new charter members the day after pre-charter meeting at which they join.  Email/mail follow-up letter to all prospects that came but did not join.
Elect o	harter officers. Select charter club officers carefully and have only one nominee for each office.
Charte	Schedule a convenient time for charter ceremony. Involve members in planning the event. Order charter supplies including banner (allow 3-4 weeks). Report all forms to international in timely manner. Assign builder and charter members to handle decorations. Assign builder to arrange program; develop printed program. Determine charter members to welcome at door; have all in attendance sign a registration book.

#### TIPS:

- ✓ Emphasize importance of being a charter member.
- ✓ Importance of recruiting members.
- ✓ Share supply of the new club flyers with all members.
- ✓ Appoint a New Club
  Development Team to
  assist the new club
  during its first 12-18
  months of operation.



# **Club Building Checklist**

## Before First Pre-Charter Meeting

Make copies of this checklist to use in planning the entire building process with your team.

#### Tasks To Be Completed

Determine New Club's Name:
Type of club to be built in the community:
O Breakfast O Lunch O Dinner O Traditional
Select possible meeting sites for pre-charter meetings.
Select date for election of club officers:
Select charter date:
Determine meeting times after charter:
Select newsletter editor while club is chartering:
Select builder to write/send letters of invitation; follow-up to prospects:
Develop one-page bullet-points recruitment summary flyer:
Designate speakers for each pre-charter meeting:
Designate builder(s) to be in charge of room set-up prior to meetings:
Choose club builders to call and remind about pre-charter meetings:
Determine visionary community project for the new club:
Determine which community leaders should be contacted:
Plan for builders to attend chamber functions for recruiting/promoting new club:
Set up times to visit local businesses before the first pre-charter meeting:
Teams of Two:  Dates:
Local businesses to contact:
<u> </u>
Plans to meet with media representatives:

# Club Building Forms



# (Template for New Club Flyer) Pilot Club of Our Town, USA

**Goal:** Charter an official Pilot Club on the evening of October 19, 2017, with a minimum of 5 charter members!

**Club Mission:** To influence positive change in communities throughout the world. To do this, we come together in friendship and give people an outlet for service. We focus on preparing youth and young adults for service; encouraging brain safety and health and supporting those who care for others.

**Pre-charter Meeting Dates:** Organizational meetings on Thursday, September 7, 14, 21, October 5 and 12 at Rosco's Restaurant, 123 Eola Drive.

Meeting Times: Meetings will begin at noon and will adjourn no later than 1:15 P.M

**Agenda:** Each organizational meeting will include an energized meeting reflecting the iniatives of Pilot International and how the Pilot Club of Our Town, USA will benefit the Our Town community.

**Reach Out To People You Know:** We encourage all charter members to share the plans for the new Pilot club with others and invite them to the next pre-charter meeting. Let all prospects know that they are invited to the meeting at no charge.

**Information Contact**: Sharon Smith (478) 500-1234

Bobbie Brown (678) 611-2355

Template for the New Club Flyer to be edited and revised to conform with the new club building plan.



## PROSPECTIVE MEMBER FORM

Name:		
Address:		
City:	State:	Zip Code:
Telephone Numbers:	(Cell)	(Residence)
Name of Firm:		
Business Address:		
City:	State:	Zip Code:
Other Information:		
Recommended by:	(Member)	
Note: This form is to be	used internally with the clu	ubs.

Revision 12/17



# Suggested List of Topics and Speakers for Pre-Charter Meetings

- Successful Service Projects of existing Pilot Clubs by the Club President of PC Anywhere, USA
- Magnifying Leadership presented by a district officer
- Highlighting Anchor presented by the District Anchor Coordinator
- How a Pilot Club Functions presented by a past or present
- Fundraising Made Fun presented by the District Fundraising Coordinator
- Compass Club Program video shared from PI Headquarters
- Sharing Pilot Recruiting New Members share PowerPoint presentation from PI Headquarters.
- President, Chamber of Commerce of Our Town, USA



# -Sample Agenda-Pilot Club of Our Town, USA September 4, 2017

#### 12:00 PM - 1:15 PM Meeting/Lunch

1	<b>つ</b>	. 1	$\cap$	D١	. 1

12	:10 PM
1	Call the meeting to orderSusie Smith
1	PledgeJohn Doe
	Invocation or Thought of the DaySandy Jones
	Self-Introductions
i	Program Pilot – Premier Volunteer OrganizationJoe Barker
	Our Town, USA Project ReportHelen Radcliff
ı	What Pilot Means To Me
	Charter Membership Opportunities

- **Questions and Answers**
- Announcements
- Adjourn 1:15 PM

Template for Agenda to be edited and revised to conform with the new club meeting plan.



#### **BANNER ORDER FORM**

(Banner preparation time is three to four weeks. Please order as soon as possible)

Name of the new club as it is to appear on the banner (please print and be very specific):

SHIP TO:
Name:

Address:

City:

State:

City:

(Cell)

(Residence)

Date of Charter Ceremony:

Other Information:

Please contact the Membership Specialist at Pilot International Headquarters and share this order form; obtain a quote for the specific banner and discuss payment options; 478-477-1208, ext. 308.

Revision 12/17



#### Pilot International Membership Application

Club location (city, state/province):

Thank you for applying to become a member of Pilot International! Please fill out the application below and turn in to your club secretary (or another club officer). Pilot Club Name: \_\_\_\_\_ Applicant's Name: \_\_\_\_\_\_ Sponsor Name: Mailing Address: \_\_\_\_\_ City: State/Province: Postal Code: Home Telephone (area code first): \_\_\_\_\_\_ Business: \_\_\_\_\_ Cell: \_\_\_\_\_ E-mail address: Title: Employer: Other civic activities: Areas of interest: ☐ Youth Work ☐ Fundraising Senior outreach ☐ Budget/Finance Publicity ☐ People with disabilities □ Information Technology □ Anchor ☐ Other (please specify below) Optional demographic information: \_\_\_\_ Male \_\_\_\_ Female \_\_\_\_ Married No. of children: Date of birth: Spouse's Name (if applicable) I hereby request membership in the \_\_\_\_\_\_ Pilot Club. Upon acceptance, I agree to be subject to its bylaws and official policies. I also agree to pay any necessary initiation fees and regular dues to the club, district and Pilot International, as billed by the club. \_\_\_\_\_ Date \_\_\_\_\_ Applicants: Please turn this in to the secretary or president of your prospective Pilot club. Club secretaries: Please keep this form for your own records. Upon acceptance of the new member, please send a Membership Information Form to the Membership Department at International Headquarters. \* For use by Transfer and Reinstated members only: Former Pilot Club: \_\_\_\_\_ Date of membership in former club: \_\_\_\_\_ Name while a member of former club: \_\_\_\_\_



# CHARTER PRESENTATION and ANNOUNCEMENT INFORMATION

City	State
,	
Date of Charter Presentation:	
Time: Address: _	
Type of ceremony: $\square$ Dinner $\square$ F	Refreshments only 🔲 Lunch
List of the Club Builders and contact	ct information:
Name	 Phone
Name	FIIONE
Name	Phone
Name	Phone
Announcements/invitations sent t	o:
1.	
2.	
3.	
4.	
	ntation:
Notes/Reminders – Charter Preser	itation.
Notes/Reminders – Charter Preser	

## **PROSPECT LIST**

No.	Name	Address	CELL PHONE	EMAIL	COMMENTS
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

December, 2017