



## Diversity awareness for club membership

Every club is unique: You can create your own positive club culture

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Ditch the generational stereotypes

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Invest in your online presence

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Discover what the REAL needs are

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Redefine club traditions to meet the needs of the current membership

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Survey members to assess how they feel about the structure

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Encourage members from all backgrounds to join

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Have an open mind – change is scary but necessary

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Customize your “membership appeal” while friendraising

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Like your club’s demographics? Find more individuals who fit!

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