

Reviving Inactive Clubs

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Princeton Club of Ft Lauderdale and Broward County faces many problems

- Relatively inactive before 2017
- Lack of manpower - small active board
- Generational gap – older population
- Small size (roughly ~150 alumni, parents etc)
- Unresponsive population - historically 20%
- South Florida has clubs that are relatively close, PC of South Florida + PC of Palm Beach County

Collaborations have been essential

Increased Turnout has been seen:-

1. When collaborating with nearby clubs like Princeton Club of South Florida
2. During the pandemic
3. Responding to Princeton Race Relation Prizes/interaction with potential Princetonians

Solutions we have considered

1. Collaborating with or potentially merging with nearby clubs
2. Mail-in campaigns
3. More virtual programming (low cost)
4. Working with the Broward Chapter for ASC
5. Leaning in on sister clubs + CORA network

Questions

1. Have you experienced this? What did you do?
2. Anything you would have done differently if you were us?
3. Fundraising?
4. How do you measure feedback from constituent alums?
5. Suggestions for us?