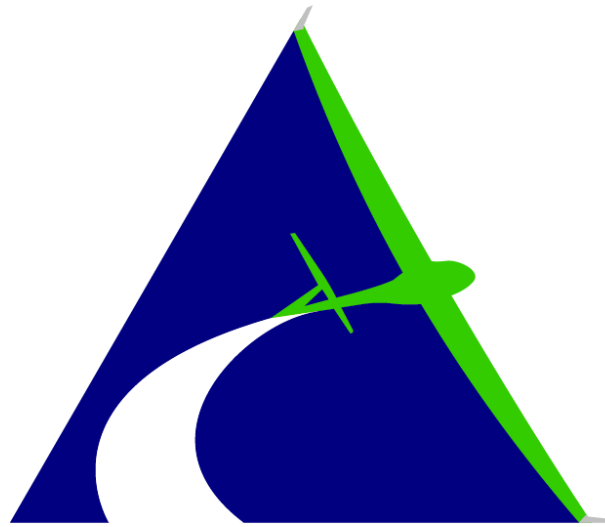




GLIDING VIC & TAS

LOYALTY AND REWARDS PROGRAM

Overview

A Loyalty and Rewards Program for gliding clubs to recognize that members contribute value to a club in many ways, not just by flying.

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LOYALTY AND REWARDS PROGRAM

What is often overlooked is that members contribute value to a club in many ways - not just by flying.

Loyalty and Reward programmes should be simple, visible and achievable, rather than creating a complicated points system.

EXISTING MEMBER LOYALTY PROGRAM

“Fly • Contribute • Belong”

The program should reward three types of behaviour:

Area	Members could earn rewards for:-
FLY	Flying regularly, completing training, participating in competitions or coaching
CONTRIBUTE	Volunteering, helping on working bees, instructing, towing, helping at events
BELONG	Bringing a new member, attending club activities, helping newcomers, participating socially

Membership Loyalty Rewards

Recognise members who stay with the club.

For example:

- **1 year** – Club recognition / welcome-back reward
- **3 years** – Small flying credit or club merchandise
- **5 years** – Recognition certificate + flying credit
- **10 years** – Special recognition + larger flying credit
- **20+ years** – Lifetime contribution recognition

The important thing is that long-term membership feels valued, rather than simply resulting in another annual renewal invoice.

Volunteer Rewards

Volunteer Rewards can be the most powerful component. Rather than saying “*you have to volunteer*”, the message becomes “*The more you contribute, the more the club gives back.*”

Club Credits

Members could accumulate **Club Credits** for activities as below:

Working bee	2 credits
Helping at a Come & Try Day	3 credits
Helping with a club event	2 credits
Ground operations	1 credit/session
Towing – credits based on contribution	
Instructing – credits based on contribution	
Mentoring a new member	2 credits
Committee/administrative work – agreed credits	
Bringing a new member who joins – bonus credits	

Credits could then be exchanged for things that have genuine value to glider pilots.

Club Credits =

- aerotow credits
- glider hire
- training flights
- coaching sessions
- competition entry
- club merchandise
- guest flight
- reduced event fees

That makes volunteering feel less like an obligation and more like earning something back from the club.

“Bring a Friend” Reward - This deserves its own initiative.

Bring Someone to Gliding - A member who introduces a new person who subsequently joins could receive, for example, **\$100–\$150 Club Flying Credit**.

The new member could also receive a small welcome benefit. This creates a positive cycle.

Member introduces friend → friend experiences gliding → new member joins → existing member is rewarded.

It also makes recruitment a shared responsibility rather than something left to a membership officer.

NEW MEMBER LOYALTY PROGRAM

The first 12 months are particularly important. The introduction of a “**First Year Flight Path**” rather than simply signing them up, the program gives the new member a trajectory and feeling of belonging.

First 30 Days

- Welcome and club induction
- Introduced to several members
- First flying goal established
- Club mentor allocated

3 Months

- Check-in with member
- Flying progress review
- Invite to social/club activity

6 Months

- Progress recognition
- Small reward
- Encourage participation in a club activity

12 Months

- First-year achievement recognition
- Renewal incentive
- Ask: “**What would make you want to stay for another five years?**”

This directly addresses **retention**, not just recruitment.

Recognition Awards

Not everything needs to have a dollar value. A monthly or quarterly “**Club Contribution Award**” could recognise the following:

- | | |
|---|---------------------------------|
| ➤ Volunteer of the Month | ➤ Most Improved Pilot |
| ➤ New Member of the Quarter | ➤ Best Mentor |
| ➤ Community Champion | ➤ Behind-the-Scenes Hero |
| ➤ Women in Gliding Achievement | ➤ Junior Achievement |
| ➤ Outstanding Contribution to the Club | |

Recognition at a club BBQ, newsletter or annual dinner can sometimes be more meaningful than a \$50 voucher.

A SIMPLE POINTS SYSTEM

Club Flight Credits

<u>Contribution</u>	<u>Credits</u>
Attend a working bee	2
Help at club event	2
Help at Come & Try Day	3
Mentor a new member	2
Bring a guest to the club	1
Introduce a new member	10
Regular operational volunteering	1–3
Special project	3–5
Significant volunteer contribution	5–10

Credit Value =

10 credits = \$50 club value

20 credits = \$100 club value

30 credits = \$150 club value

The club could cap annual redemption if necessary.

The program should not reward only flying. This is important.

If rewards are based primarily on flying hours, the program will favour the already-active pilots.

Instead, follow the criteria below and deliberately create rewards based on -

Flying + Volunteering + Recruitment + Mentoring + Community + Participation.

That means a member who flies only occasionally but spends weekends helping the club can still become one of the most highly recognised members.

That supports the culture you are trying to create.

“Every contribution counts. Whether you fly, teach, tow, mentor, organise, welcome newcomers or simply lend a hand, you help keep gliding strong.”