

RAMS Membership Pathway

This document seeks to manage the expectations of the 'New Member' journey and is the cornerstone of developing membership within the RAMS Club.

This document will assist rolling committees and committee members to keep on track with what has already been agreed and help align future actions, decisions and plans so they align with servicing the club, its existing members and new members.



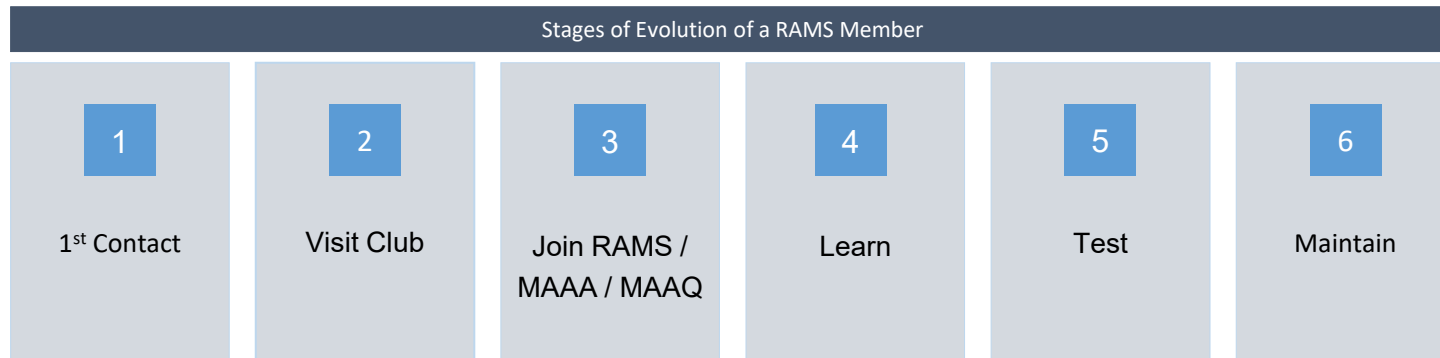
This document is a LIVE document and is intended to be re-written and improved over time.

It was written by Rodney Clarke, Secretary, RAMS who can be a point of contact on assisting future changes to the document if required.
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RAMS Membership Pathway



Fostering a love of RC flight is our purpose and our drive. This document serves as the clubs understanding of a developmental pathway of a RAMS Member and how RAMS best services the needs of a new member...



How do people find RAMS and express interest in RC Flight and membership?
Objective: Visit the club

RAMS

Different contact methods, on website;

- Committee Member contacts
- Contact Forms (going to Secretary email)
- Call to action: *"Come visit us on a Sunday at the club and introduce yourself to us"*
- Ensure Google presence updated with key words

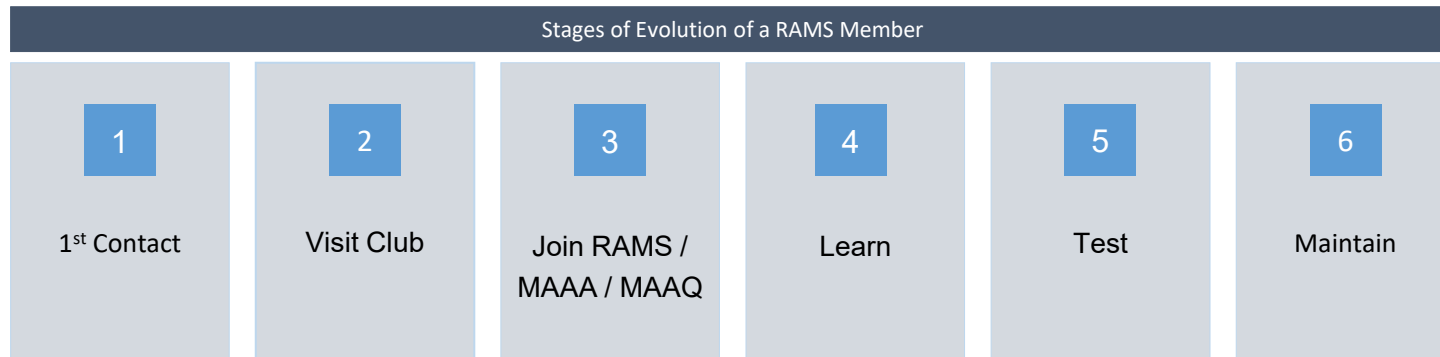
Potential Member

- Interested in RC flight. Would like to try it.
- Not 100% sure / wants to investigate further
- May have already seen it elsewhere
- Unsure of cost / commitment / Training

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When potential members visit us how do we satisfy their interest and encourage a 2nd or 3rd visit?
Objective: Good first impression and return visits

RAMS

Provide a 'Welcome Pack' of info;

1. Welcome letter from President
2. What to expect when training
3. Committee Contacts
4. Information on the club, history and their potential pathway into RC Flight
5. Membership Application Form
6. What's available to them in The Hangar
7. What they will need to bring with them to each flying session (Chair, hat, coffee, etc.)



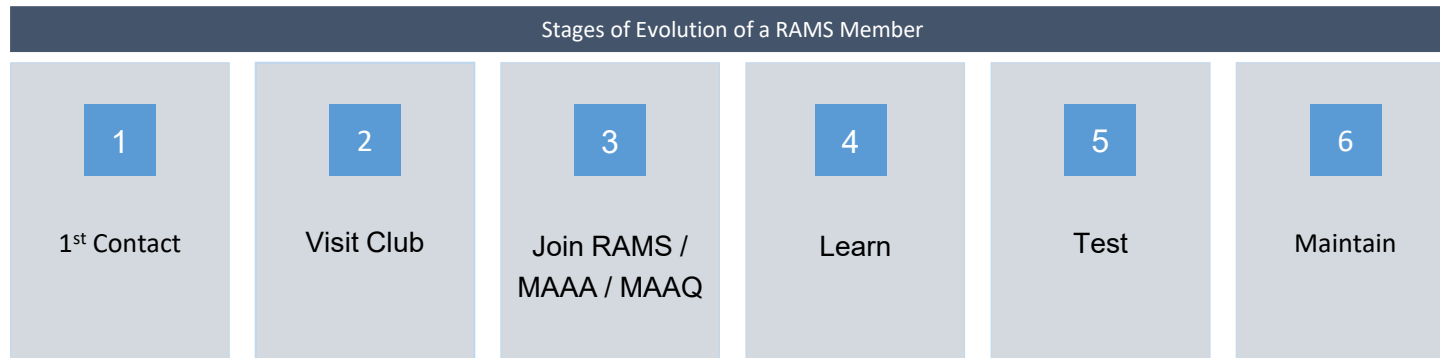
Potential Member

- Welcome Pack to answer most questions on who, how, when and where
- Looking for information and direction

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How do we make it easy for people to join?
Objective: Membership

RAMS

If still deliberating on membership...

Telephone call from Secretary;

- Enjoyment to date
- Would they like to join?
- Are there any concerns prohibiting joining?
- Can we help with anything?



If joined...

Welcome email from Secretary;

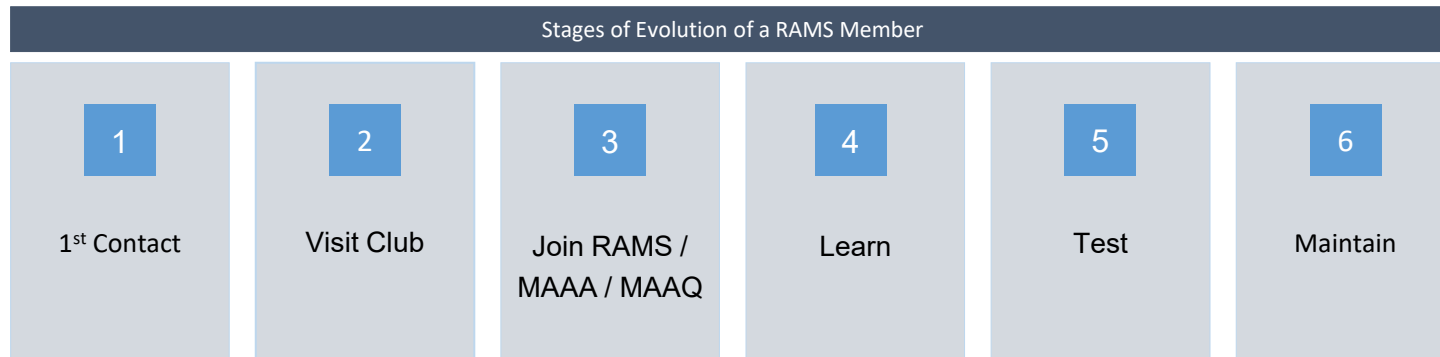
- Welcome to RAMS
- What resources we have and where they can be found
- Email added to newsletters / Bulletins
- MAAA will be issuing card soon
- Next steps regarding learning

Member

- Member will receive MAAA Card with official AUS number (Registration)
- Email / Call received from Secretary welcoming them to club
- Next steps... getting your Bronze Wings so you can fly solo !

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Once a member the learning and joy begins in RC Flight, equipment needs, plane choice, etc.
Objective: Prepare for test

RAMS

Secretary emails template on “Path to Success” covering information on where to find;

- Online resources for training
- Who are the RAMS trainers and how they access / request training?
- Cost of training (Gold coin donation)
- What are the different tests available? (Bronze, Silver, Gold, Instructor)
- How do they request to be tested?

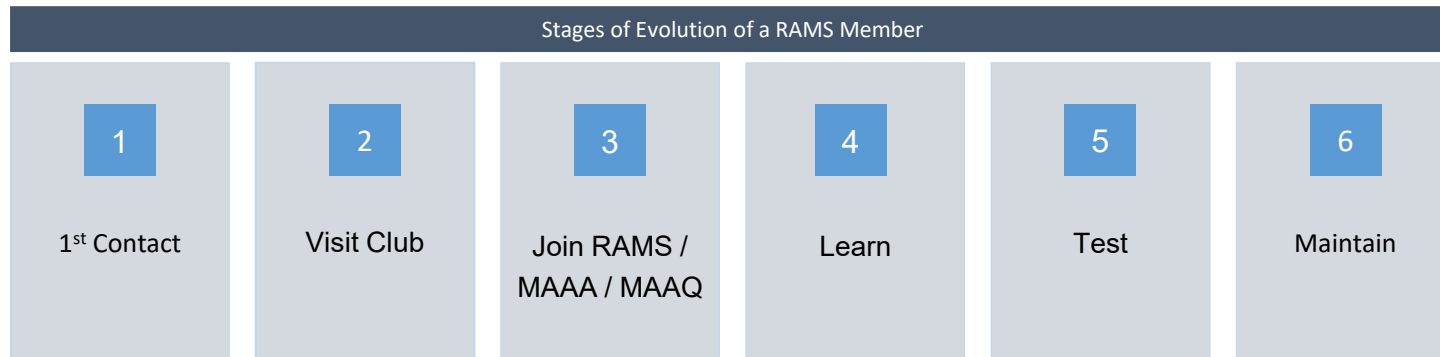


Member

- To receive information on how they go about accessing training
- Member to explore Members Resources page on RAMS Website
- Commence studying Wings educational resources on MAAA

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Once test is completed and they pass
Objective: Passing their Bronze Wings test
and solo flight

RAMS

- CFI contacts member congratulating them on passing.
- Wings are mailed to them by MAAA
- Secretary notes members' success for mention in next newsletter



MAAA Bronze Wings

Member

- Passes Bronze Wings and achieves authority to fly solo
- Bronze Wings badge is sent directly to Member
- Bronze Wing certificate from MAAA is forwarded by RAMS Secretary to member

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