

“That Special Call”

A report to the Board of the Guelph Wellington Men’s Club on 1 Sept 2020.

As a result of the telephone survey of members in the spring it became obvious to many, if not most callers, that our members appreciated contact by the club. This form of socialization was appreciated and in fact liked by many if not most of our members (Active or Associate).

The examination of the unexpected data obtained from the survey suggested that regular contact from the club was a useful component determining whether all is well and who were challenged or even no longer with us.

By regularly keeping in contact, members know we are interested in them, interested in their status and gives them an opportunity to give their opinions.

The refrain “so glad to hear from you” was noted as the most common response heard by callers. This indication of the social component within the club suggests that regular personal communication within the club is a vibrant and simple tool useful to the leadership of the club.

What this small task force is suggesting is that members receive “That Special Call”:

- A) On their Birthday, they receive a call from a member of the executive wishing them well and determining how they “feel” and what they think about the club.
- B) A call approximately 6 months later from a member of the club asking the same.
- C) Giving support.... if any phone call identifies a member is in distress or need of regular follow up calls not more once a month occur.
- D) Random Calls.... For our most senior members random call be made irregularly to determine their state of life and provide an empathetic contact.

Remember it is important for its members to know about the club and for members of the club to know about its members.

When you are getting older “How are you” is a question you may like to hear.