Stealthy Section Management
or
“How to Run Your Rocket Club Without Being Labeled A Manager”

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Why Concern Yourself With Management Anyway?

• **You Do Want Your Section To Grow, Right?**
  – If you don’t recruit, you're going to get smaller
  – More people mean more folks to help
  – More people mean more ideas, more rockets, more fun.

• **You Don’t Want to Do All the Work, Right?**

• **You Do Want More To Do With Rockets, Right?**
Some Basic Ideas on Volunteer Management

- Provide a clear, complete, and current description of the duties, responsibilities
- Establish a set term for the job
- Use experienced volunteers as mentors
- One person – one job
- Make bigger jobs a team assignment
Three Basic Approaches on Volunteer Recruitment

"Warm Body Recruitment"
- Pressed for time / catastrophic event
- Need lots of folks for short period in simple jobs ("cannon fodder")

"Targeted Recruitment"
- Leadership looks for particular skill set
- Discuss needs, brainstorm candidates
- Allow give and take with volunteer
Three Basic Approaches on Volunteer Recruitment

Draw from your “attached” population

– AKA “Concentric Circles” recruitment
– Families and relatives
– Friends of your volunteers
– People in the neighborhood in which you operate
– Teachers, parents of youth members
Volunteer Do’s and Don'ts

- Do acknowledge their contribution constantly
- Do give them a break from their job
- Do respond to their cry for help

- Don’t overload volunteers
- Don’t take them for granted
- Don’t assume they don’t need help
- Don't leave them out of the "inner circle"
Recruiting Volunteers The Sneaky Way, or “You never know who’s watching.”

• Look for people who show up all the time
• Start with a small, but meaningful job
• Partner them with an experienced person
• Let them “run with the football”
• Ask them to recruit a successor
Management Opportunities:
“Get the job done; build for tomorrow.”

• Every club event needs volunteers to help
• Every club event is a chance to train new volunteers
• Club leaders need to think about both getting the job done, and training their replacements
• Some events are better for training than others
Where Are All The Members?
Or “Come Out, Come Out, Wherever You Are!!"

• In Hobby/Toy Shops
  – Owners LOVE repeat business!
  – Get the Flyers/Posters/Stickers out before the flying season starts
  – Member won't help distribute the flyer, but will do a "Hobby Shop Crawl“

• In the NAR Database
  – ask for a list, by state
  – Calls work better than letters
Where Are All The Members?
Or “Come Out, Come Out, Wherever You Are!!"

• In Schools - do some classroom promotion
  – Teachers want the help and you **DO NOT have to fly**
  – Children have parents!
  – Leave behind flyers for your club!

• In the Community, Hiding
  – Use all forms of media: TV, Radio, Print
  – TV will be hard, but has broad reach
  – Radio - an overlooked avenue
  – Use the "Community Calendar" - FCC requires it
  – Print - local papers work best
Where Are All The Members?
Or “Come Out, Come Out, Wherever You Are!!"

• Remember "Bunny's Rule of Tens"
  – 1,000 rockets at a “Make It – Take It”
  – 100 show up at the launch
  – 10 join the club
  – 1 becomes active volunteer

• Rinse and Repeat
  – People move, change interests
  – Keep using PR channels
Management Opportunities: Where Are All The Members?

Summary

• Lots of jobs to divide up
• Recruitment takes some planning; job can be complicated
• Timing with media is critical and fixed
• School outreach means time off work
• Hobby shop avenue is the easiest
• Good recruitment is critical, lead assignment is critical
"Sneaking Into Schools“

or Where and Why To Get Kids Involved

• Teachers use rockets cause they know it "ignites" interest, but
• Teachers are scared to use rockets cause they don't know anything about them
• Kids want a place to hang out to do it again after class
• You provide a positive community service, i.e. "Pay forward"
• If you get a kid, you might get a mom or dad, too
• You get to be a star for a day!
"Sneaking Into Schools“
or Where and Why To Get Kids Involved

• Talks work OK
• Don’t worry about building or launching
• Bring in some rockets!
• Let people touch them!
• Keep the talk short, 30-45 minutes or so
• Talk about safety
• Leave behind some flyers for your club
• Follow up with the teacher
"Sneaking Into Schools“  
or Where and Why To Get Kids Involved

• If you build, keep the kits simple
• BT-50 works better than BT-5
• Use http://www.nar.org/pdf/youthprogs.pdf as a guide
• Consider two sessions, one to build and the second to fly
• Have lots of helpers to run the launch & make sure they’re experienced
Management Opportunities: "Sneaking Into Schools"

• Schools can be complicated; rules, schedules, big audiences
• The public speaking thing comes up
• Logistics, particularly if you’re building or flying are complicated
• NOT a good training ground
• High Risk / High Return – teachers can be friends for a long time and have influence
Launches, The Most Important Thing You've Got to "Organize"

• Don’t overdo it – keep the fun
• Make safety job #1
• Cover all the bases:
  – Publicity
  – Site
  – Equipment
• Be consistent in location, operation and time / date
Management Opportunities: Launches

- Club launches are good training grounds.
- Recruitment is easy because duration is short and job is simple, but important.
- Partnering opportunities are excellent.
- Risk is low; rockets will probably fly even if the “new guy” messes up.
- Benefits are high; expands your base of volunteers, makes people feel good.
What To Do at Meetings, or "You're Probably Wondering Why I Called You All Here"

• Everyone hates meetings, so
  – keep the business short (if you can)
  – have some entertainment

• What Entertainment?
  – Model of the Month
  – talks about launches attended
  – manufacturer news
  – gossip

• Let everyone talk - don’t cut anyone off

• Be consistent in meeting location and times
Management Opportunities: What To Do at Meetings

- The president is going to get stuck with this “opportunity”
- A natural pattern of activity will develop; let it happen
- Lots of opportunities, so you can afford to experiment, especially in entertainment
- Low risk, cause if they bomb, there’s always next month
- Stressful, cause people don’t like public speaking
Demonstration Launches, or “Flying for Fun and Profit”

• Contact a hobby shop or other organization (EAA?) for support or sponsorship

• Publicize demonstration using methods outlined “Where are all the members”

• Try to find the most accessible site you can, not a perfect flying field

• Secure permission to use launch site
Demonstration Launches, or “Flying for Fun and Profit”

- Keep it safe with reliable models
- Have a good “talker” on the mike
- Have a table with information and someone manning it at all times
- Run a 'rocket raffle' to collect names
- Clean up the launch site
Management Opportunities: Demonstration Launches

• Lots of jobs to fill
• Easy to recruit flyers (and you need ‘em)
• After they’re done flying, have them spell someone and help clean up
• Good teamwork opportunities with information booths, raffle
• A fair amount of organizational work
• Flight risk high because public is there
• Management risk low; jobs are simple and plentiful
Winter Activites, or
“A Quiet Week in Lake Woebegon”

• Building Sessions
• Kitbash with follow-on launch in spring (Big Bertha A PD)
• Swap Shop: “one man’s trash. . . “
• Road Trip: local science museum, aviation museum, or NASA facility
• Non-Rocket Event: bowling, mini-golf
• Try something with food!
Management Opportunities: Winter Activities

• Simple! Find the location, tell everyone
• Anybody can do it!
• Not everybody will like everything; get over it
• Doesn’t provide much crossover training,
• But can provide management relief for the experienced people
Other Opportunities Not Discussed, or “Oh, no! Not Homework!!”

These provide additional opportunities to train volunteers and sustain your club.

• TARC Events
• Contest and HPR Launches
• Newsletter
• Club Websites
• Listservers
• Public Relations