



## **Limerick Celtics Basketball Club**

### **Retention Policy**

#### **1. Overview**

It is good practice for any member based club or organisation to have a retention policy in place. The retention policy sets out Limerick Celtic's commitment to maintaining an accurate database of its membership and to conduct a robust analysis of its membership every season. Limerick Celtics Basketball Club is a young club (in place since 2009) and its membership has increased rapidly since its establishment. We need to fully understanding why people join, continue or leave the Club in order to continue our journey.

This is an important management tool that informs many functions such as outreach, fundraising, facilities planning, volunteer planning, and decisions around training schedules and competitions. It provides vital information on numbers of members, and important disaggregated data on gender, age, etc. Over time it can also provide important information around trends in membership.

#### **2. Database and Data Analysis**

Any analysis is only as good as the data. It is therefore vitally important that the Club database is accurate and kept up-to-date. Limerick Celtics uses the ClubForce database and this allows us to record standard details about all of our members. ClubForce should be reviewed on a quarterly basis to ensure that all information is correct.

An audit and analysis of membership should be carried out on an annual basis. It is important that this is carried out at the same point in time every season. It is suggested that this is carried out every January as by then the data base should contain all information for the ongoing basketball season.

Limerick Celtics has a strong basis to build on. We already have a robust database and audits and analyses are carried out every season. We can build on this to ensure that (at a minimum) we fully capture;

- numbers of members (by gender and age group)
- numbers of new players (by gender and age group)
- reasons for leaving the club (by gender and age group)

### 3. Qualitative Information

The audit and analysis will need to be complemented with qualitative information. For example, our recent analysis revealed that reasons for leaving the Club included; parents unable to commit to the scheduled training day/time, kids joined another sport, chose not to play sport in Leaving Certificate Year, gave up sport, transferred to another club. It is important that we fully understand these decisions in order to explore whether there are actions the Club can take that might support these players/families to continue in the Club and that might reduce the likelihood of others leaving for similar reasons.

It is important that we are open to receiving constructive criticism and even negative feedback so that we can ensure that Limerick Celtics is constantly improving and responding to the needs of all our players and members. We also need to be sure that we are open to responding to feedback and prepared to explore ways to respond and change that might require doing things differently.

There are many ways we can find this information, including, but not limited to;

**Maintain regular two-way communication with all players and members:** It is important to have regular informal communication between the committee, officials and all members. This helps to generate suggestions and ideas for improving the Club from a wide range of members. It also helps to pick up on and respond quickly to any early signs of discontent. The main contact point for many parents is the team manager, so he/she should endeavour to communicate with all players, parents and guardians on a regular basis.

**Follow-up:** It is important to follow-up on any members that have left the Club. The simplest way to find out why members left is to ask them. The relevant team manager can do this, either in person or over the phone.

**Questionnaires and surveys:** Getting information through a questionnaire or survey is one of the most well-established feedback techniques. We could do this through TeamApp, or using our email database. Another option is to use one of free online survey tools, such as Survey Monkey or Survey Gizmo.

**Website feedback:** Limerick Celtics facebook page could include an area for members to provide feedback.

### 4. Key Commitments

The following key commitments will inform the approach of Limerick Celtics Basketball Club;

- Make the maintenance of an accurate and up-to-date database a priority for the Club.
- Undertake regular and robust analysis of the data, including tracking of trends.
- Keep informal channels of communication open and flowing across all members of the Club.
- Welcome constructive criticism and the airing of concerns – let members know that their feedback is valuable.
- Make it easy for members to provide feedback – by offering a range of options.
- Act on what the data and information is telling us. Be open to exploring new ways of doing things and changing established routines in order to support the needs of all members.
- Always respond to members' feedback and explain the rationale for the course of action taken.
- Create an atmosphere where members share a common interest and responsibility in ensuring that the Club reaches its full potential.
- Constantly strive to improve the service that Limerick Celtics Basketball Club offers to its members.