



**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 Activities, 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