

2024 NCRAL Membership Recruitment Mini Grant

- Northeast Wisconsin Stargazers (NEWSTAR)
- Activities
 - Distribution of a brochure at public events to promote the club
 - Creation of a portable display with club info, schedule, Newstar astrophotography
 - Creation of a “Welcome” package for first-time visitors thinking about getting involved in the hobby
 - Info about the AL, handouts, membership application, etc.
 - “Sell” Newstar to prospective “customers” like any small business
- Goal to increase membership by 10-20%



This year's recipient of the 2024 NCRAL Membership Recruitment Mini Grant is Northeast Wisconsin Stargazers (NEWSTAR). There are two types of grants available for NCRAL affiliates: The Membership Recruitment & Retention Mini Grant and the Affiliate Recruitment Mini Grant. The grant is for up to \$250. These awards are given to help clubs increase the number of individual members or to encourage clubs to join as affiliate members. The award decision is based on the feasibility of the proposed activities, likelihood of success, potential impact on the region and replicability by other NCRAL affiliates. Award recipients are also requested to provide a report(s) on the progress to meeting their goals using the funds provided to encourage their proposed activities.

The above slide was shown at the 2024 NCRAL Conference in DePere, Wisconsin. NEWSTAR is aggressively attempting to grow their membership using an approach employed by other small businesses. The idea is to “sell” NEWSTAR to prospective “customers” with handouts, displays, and information packets to be handed out during public events. With a goal to grow their membership by up to 20%, NCRAL is happy to award NEWSTAR with this year's Mini Grant. We look forward to getting a progress report from them at next years' NCRAL conference. Congratulations to NEWSTAR and good luck!

Alan Sheidler

Alan Sheidler, NCRAL Chair