



# CULINARY CLUB

**DEPARTMENT**

Food &amp; Beverage, Member Relations

**ACTIVITY TYPE**

Affinity Club, Education

**CATEGORY**

Mind, Body, Soul



## THE WHAT - OPPORTUNITY

We've all been there. You're put in charge of organizing a group of people for some activity. It could be a party, an event or as simple as a card game. The initial group starts small and grows, thereby requiring a lot of time from the organizer (most likely the club staff) chasing down people who didn't respond to emails, managing a spreadsheet of attendees, sending out invitations, member billings and a host of other administrative tasks.

In an era where clubs are concerned about retention, member usage and revenues, and for country clubs, a decline in rounds of golf, Affinity Clubs are a great way to increase engagement, usage, revenues and most importantly relevancy with small populations of like-minded members.

Some clubs create and administer Affinity Clubs, and others simply provide support. In the beginning, the club may need to initiate, create, organize, promote and administer the Affinity Club activities to bring association members together, but in the end it's worth the effort. The goal is to pass the baton to a member.

**CULINARY CLUB:** Includes culinary arts which means "related to cooking", is the art of the preparation, cooking and presentation of food, usually in the form of meals. Culinarians have knowledge of food science, nutrition and diet and are interested in preparing meals that are as pleasing to the eye as well as to the palate.

Kitchen Collective, the nation's first private gastronomic club in Napa CA, has members paying \$250 a month, plus a \$2,500 initiation fee, for the privilege of cooking their own meals in a fully stocked and equipped kitchen, with a professional chef available for guidance.

The opportunity for clubs is unlimited. The member cost will depend on a number of variables. The results will depend on the people and the process.

## THE HOW - IMPLEMENTATION

Administering an Affinity Club requires someone, preferably a member to organize the group, manage the agenda, create the curriculum, invite members, communicate, collect fees and coordinate club resources to make it all happen. Most likely, the Club administration staff will need to help get the Culinary Club started and will need create a process from which the Affinity Club will be managed i.e. Affinity Club agenda, location of events, club required support, communications, registrations, technology and of course member billings.

Introduce the concept of forming a Culinary Club to the House Committee and select a Member that is willing and able to champion the Culinary Club-within-the-Club aka Culinary Affinity Club.

Investigate ways to automate the process, manage RSVPs, committee meeting scheduling, event notifications, registrations, reminders, document storage, meeting minutes and so forth.

Possible technology solutions include; GroupValet, Clubster, Facebook, Club Website and Mobile Apps.

Contact Prevo Health for a turn-key solution.



# CULINARY CLUB (CONTINUED)

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## THE WHY - OBJECTIVES

Private Club members join and stay for many reasons, the most obvious reason is to meet and connect with other like-minded members with similar interests. Catering to like-minded members with an interest in cooking is an effective **retention strategy** but it is also an effective **recruitment strategy**.

*Example: The "Girlfriends of Wyndemere" was founded in the spring of 2011 by two members. They created an organization complete with bylaws, a board of directors, articles, a standalone committee and have over 30 programs and activities to choose from. The club provides access to amenities, appropriate staff and coordinates the calendar and billing. The Girls of Wyndemere do everything else and it creates loyalty through relevancy.*

A Culinary Club will increase awareness, drive participation and delight your members. And because each event includes food and beverage, the Culinary Club will increase usage, revenue and most importantly the member experience.

## NEED HELP GETTING STARTED

Prevo Health can help you launch the Culinary Club for 20 Credits (\$1,000). Price includes;

1. **Culinary Club - Brief Description.** A paragraph that describes the Culinary Club that can be used in all communications i.e. email invitations, flyers, newsletters, website.
2. **Culinary Club - Sell Sheet.** A one page club branded flyer (8.5" \* 11" pdf) that includes; Culinary Club description, club logo, photos & images, contact / registration information etc. Sell Sheet should be displayed, posted and distributed by club to existing members and included in the membership packet for prospective members, included in orientation package and included on the member website.
3. **Culinary Club – Presentation.** A club branded powerpoint presentation that includes the what, why, how and when. Includes text, images, video, interviews and testimonials.
4. **Event Calendar and Agenda.** Includes a 12-month calendar of events, each having a Title, Brief Description, Objectives, Cost, Location, Curriculum and a Bio for each of the speakers/presenters/personnel. Template allows the organizer to fill in specific location, cost and bios.
5. **Technology.** Included in the program is a Spreadsheet Template that helps the organizer track and manage registrations, attendance and contact information. All of which can be uploaded or imported to an automated system or online program. Prevo will assist in the selection, design and implementation of the chosen technology.
6. **Process.** A flow-chart that shows interactions will be provided as a jpg.