
A Guide for

ORGANIZING, OPERATING AND GROWING

a Successful

Coin
Club

AMERICAN
NUMISMATIC
ASSOCIATION

Numismatics



WHAT'S YOUR GRADE?

If you graded your numismatic club the same way you grade your coins, what would be the condition of your club?

Is your organization experiencing:

- ▶ Declining membership?
- ▶ Poor participation?
- ▶ Financial difficulties?
- ▶ Lack of YN involvement?

Whether you would like to upgrade the condition of your club from *Fine* to *Extra Fine* or form a new club, here are a few suggestions that *may* help...





SUGGESTIONS ON CLUB MANAGEMENT

The following represents some thoughts I have assembled over the years regarding **Effective Club Management**, something I feel every club in the country could use, in varying degrees.

The suggestions outlined here are presented for the betterment of the hobby, and may be used, modified or rejected as each organization sees fit.

These certainly do not represent “all the answers,” but may be used as a framework for addressing certain problems, and may hopefully provide a stimulus to make your club a better, more effective organization.

I have based the eleven topics on the word

N U M I S M A T I C S

with each letter representing a specific segment I feel is a vital part of a successful organization. While the following outline is primarily addressed to the *local* coin club, both state and regional entities may also draw helpful ideas from this presentation.

I hope you will be able to use this information to strengthen your club and enable more people to enjoy our wonderful hobby.

Bill Fivaz

P.O. Box 888660

Dunwoody, GA 30356-0660

(770) 396-6125 (ph and fax)

e-mail: feev@webtv.net



NEW MEMBERS

GOAL: How to attract new members, especially young ones (not necessarily YNs).

1. **Timing** – when are your meetings? what night and time?
how often? Consider Saturday night meetings to attract YNs.
2. **Location** – where are your meetings?
 - a. Security – library? church? bank? (Ensure wherever you meet that auctions are allowed if you plan to have them as a part of your meeting.)
 - b. Easily accessible for everyone – stairs? handicap ramp?
 - c. Good lighting – both inside room and area around location?
 - d. Adequate parking?
 - e. Kitchen – for setting up refreshments?
 - f. Room cost – contract needed to lock in meeting dates?
 - g. Enough room for seating? Additional chairs and tables available?
Comfortable chairs?
 - h. Is a screen available for slide presentations? Adequate outlets?
3. **Ensure that dues structure is reasonable.**
4. **Where to go to attract new members:**
 - a. Local coin dealers – provide them with flyers, including all information, map, etc.
 - b. Enlist assistance from state and regional organizations.
 - c. Request help from the ANA and state organizations through a mailing to their members in your area.
 - d. Check *The Numismatist* for new members near you.
 - e. Take advantage of National Coin Week by placing exhibits in local banks, libraries, etc. with a handout on the club.
 - f. Ads or announcements in local newspapers.
 - g. Use the free classified ad offer in each issue of *Numismatic News* to promote your club.



UNIQUENESS

GOAL: What are you doing that other clubs are not, **or**, what **aren't** you doing that successful clubs are?

1. What is the format of your meeting?

- a. Mini-bourse prior to the meeting?
- b. Encourage local dealers to attend and participate?
- c. Business meeting (utilize *Robert's Rules of Order*); President must control the meeting and not get sidetracked or allow it to go on too long.
- d. Must have enthusiastic and creative officers.
- e. Metals report at each meeting? Show schedule?
- f. Market update – what's hot, what's not.
- g. Attendance prize?
- h. Exhibits? Show and tell? Subject of the evening? New acquisitions? Non-numismatic night?
- i. Educational program:
 1. Interesting topics
 2. Not always a slide presentation
 3. Outside speakers (police on security, lawyer on wills, "coin shooting," etc.)
 4. Work through your regional and district reps
- j. Refreshments (club reimburse or donated?).
- k. Auction (40-50 lots is ideal); good auctioneer.
- l. Raffle drawing (where permissible)?
- m. Bid board?

2. Club-sponsored show?

- a. Must have one dependable, respected person in charge, and willing workers.
- b. Auction in conjunction with show?
- c. Attendance drawing?
- d. Seminar on popular topic in conjunction with show?

3. Provide counsel for members' spouses/family regarding disposition of past member's collection.

4. Provide information on good/bad experiences with dealers (on a national basis).

5. Review new numismatic publications.



MOTIVATION

GOAL: What are you doing to make the members **want** to come back to the meetings?

1. What can they look forward to?

- a. Good educational programs
- b. Fellowship
- c. A well structured meeting
- d. Auction
- e. Opportunity to see a rare coin, set or item on exhibit (ensure proper security)

2. Opportunity to pick up an addition for their collections.

3. Point Program – drawing for a meaningful coin or prize at the end of the year for attendance, giving program, exhibit, bringing refreshments, etc. (Important to have at least second- and third-place prizes as well).

- a. Attendance – 3 points
- b. Putting on program – 5 points
- c. Exhibiting at meeting (and talking about it) – 2 points
- d. Providing refreshments – 2 points
- e. Secretary records above and puts name in barrel for each point for year-end drawing



INTERESTING ITEMS FOR NEWSLETTERS

GOAL: Your club newsletter is your prime link to your members.

1. It should be:

- a. **Informative** – upcoming meetings, programs, market information, results of last meeting, winners, on-going projects, area shows, etc.
- b. **Creative** – make people look forward to receiving it!
- c. **Educational** – short article on numismatics by a member.
- d. **President's Message** – where have we been? what are we doing? what are our goals (membership, financially, etc.)?
- e. **Tantalizing** – a hint of what's coming up at the next meeting – “don't miss it!”
- f. Possibly include upcoming auction lots.

2. The Newsletter editor is an extremely important position.

- a. He/she must be conscientious in getting the publication out on time.
- b. Must ensure that it gets to everyone, including prospective members and visitors.
- c. He/she must be creative, both in content and presentation.
If stamps are used, old stamps create a lot of interest, and possibly you can buy these from a member-dealer for a discount.

3. Send copies of your newsletter to *Coin World*, *Numismatic News*, *The Numismatist*, and your state and regional organizations, and ask them to publish at least the highlights, including the time and place of your meeting.

Make it work for you!!



S ONS AND DAUGHTERS, NEIGHBORHOOD KIDS – THE “YN CONNECTION.”

GOAL: How can we get young people interested in numismatics and get them to attend the meetings?

1. The meeting must be more interesting to them than the many things currently occupying their time.
2. Meeting time is critical – preferably not on a school night.
3. Encourage YNs to exhibit and have members help them improve.
4. School Programs, etc.
 - a. Boy/Girl Scouts – assign a member to give a talk at local troops on numismatics (keep it basic).
 - b. Get a list of all local troops from the area Scout Council – mail them an info sheet on the club and how you can assist toward their merit badge.
 - c. Take a similar info sheet to schools in the area, stressing the **educational** features of numismatics (history, economics, etc.). Help start a coin club in a school.
5. Zero in on YNs at local shows by announcing in the program and on the P.A. system that a special coin will be available at the club table for any YN who visits that table and picks up a club flyer. Ensure that they are aware of various club programs where they may win various coins, etc. by attending.
6. Have a YN advisor on the club board for his/her input and voting power only on YN matters. The rules and regulations should have some sort of YN input to allow them to feel as though they are a part of the club.
7. Appoint a YN coordinator to develop special programs for the YNs present, possibly meeting with them in a different room during the business meeting.
8. Have lower dues for YNs.
9. Have a “YN Night” where the YNs run the entire meeting.
10. Ask local dealers to promote the club to YN customers and their parents.
11. Arrange for club members to pick up and return YNs from meetings if parents can't. Encourage parents, however, to be a part of the fun.



M MEMBERSHIP RETENTION

GOAL: Once they are members, how do you **keep** them?

1. The comments under **Motivation** are also very applicable here.
2. **Get members involved:**
 - a. In programs – on their specialty or area of interest
 - b. Refreshments (providing, not eating!)
 - c. “Outside” programs – National Coin Week, Scout programs, etc.
 - d. Coin show duties
 - e. Club rep (must be a proactive participant)
 - f. Serve as an officer
 - g. Give metals or upcoming show reports
 - h. Public relations chairman
3. **Phone blitz**
 - a. Assign names and phone numbers of old members or members who have not attended recently, to active members. Have them call to let the non-attendees know what they’ve missed, bring them up-to-date on what’s happened, what’s coming up, and extend a personal invitation to attend.
 - b. Send the club newsletter to all these people for two to three months with a **handwritten note** encouraging them to attend.
 - c. There will always be some members who “don’t want to be involved.” Tread very carefully here, as too much pressure may lose them.



ACTIVITY

GOAL: Are your meetings always the same? Become an active, innovative club!

1. This was covered in large part under “Uniqueness.” Please review that section.
2. Have meetings at locations other than the regular meeting place once or twice a year.
 - a. At a member’s home (if the group is small enough to be accommodated).
 - b. At a place corresponding with the theme of the program (Federal Reserve, security business, local landmark, etc.).
 - c. Summer picnic/Christmas party.
 - d. At a coin show (with the permission of the show coordinator). This is a **great** way to pick up new members!
3. Have a “YN Night” where the YNs run the entire meeting (business meeting, program, refreshments, auction, etc.) Minimal help from officers may be necessary.
4. Former President’s Night – they are responsible for the entire meeting.



T TEAM CONCEPT

GOAL: To encourage participation from *all* members in some way, so they will feel part of the team.

1. 80/20 principle – 80% of the work involved with any club is done by 20% of the members.
2. Review the Membership Retention Comments.
 - a. Assign auctioneer, auction recorders and/or runners.
 - b. Have a “Sunshine Committee” – reports on ailing members; send cards to them from the club.
3. Group projects – National Coin Week, civic projects, etc.
4. **“Being a member of any organization is like playing tennis...if you don’t serve well, you’ll be a loser.”**

– ANA Exec. Dir. Ed Rochette at the 1978 FUN Convention



INFORMATIONAL HANDOUTS ABOUT YOUR CLUB

GOAL: Let people know who you are, where you meet, etc.

1. Club brochure – every club should have one. Make it attractive, informative and to the point.
 - a. State the name of your club, the purpose, when and where you meet, a brief outline of the agenda, welcome interested parties, including YNs.
 - b. A map on how to get to the meeting is always helpful.
 - c. Stress the educational aspect of the meeting.
 - d. Also stress the auction, mini-bourse (if you have one), and the *fellowship* for all attendees.
2. Have business-card-size pieces made, giving the basics of your club (time, place, etc.). These are great to keep in your wallet for handouts.
3. Make up flyers to pass out at coin shows and for posting in supermarkets, etc.
4. If applicable, indicate that there are members available at meetings to examine, authenticate and evaluate coins.
5. Also indicate that the club can assist and make recommendations for disposal of numismatic estates, etc.
6. Prevail upon local dealers to tout the club to people who might be interested, and provide them with flyers. **Note:** Some dealers may perceive the club as a threat to their business in that the auctions take away from sales they might make; sales may be made to members at the meeting that could have come to them, etc. This is somewhat of a touchy subject, so be aware of possible problems with some dealers.



C OIN SHOWS AND CONVENTIONS

GOAL: Are you taking full advantage of them?

1. These are ideal venues to:
 - a. Have a club table (must be manned at all times).
 - b. Distribute your brochures and literature to potential members.
 - c. Explain to potential new members (and YNs) about your club, what it does, etc.
 - d. Have a full club meeting, with permission. Refer to **Activity** section.
2. Offer to assist show coordinator in:
 - a. Registration
 - b. Setup and breakdown
 - c. Exhibit judging
 - d. Pages



S **TIMULATE**

GOAL: To stimulate your members, potential members and your community through publicity on your club in newspapers, bulletins, etc.

1. Post bulletins in supermarkets, church bulletin boards, etc. (where permitted to do so.)
2. National Coin Week – the perfect time to get members involved with exhibits in banks, libraries, etc.
 - a. Have person on-site during peak hours to explain displays and promote the club, especially if you will be examining and evaluating coins at that location.
 - b. Be sure to have sufficient club literature for interested parties.
 - c. Try to get the institution to promote the exhibit(s) as much as they can.
3. Explore the possibility of getting your coin club involved in a community services project.
 - a. Habitat for Humanity
 - b. Red Stocking Fund
 - c. Collection of clothes, goods for Goodwill and other organizations for the needy.
4. Stress the **FUN** element of numismatics in everything you do or say, print or show. Don't promise the "quick buck," but don't downplay the rewards of collecting either.



Handwriting practice lines consisting of 20 horizontal lines for writing.

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