**CHECKLIST FOR BUILDING COCKER SPANIEL SPECIALTY CLUB MEMBERSHIP**

* Identify chair or club committee responsible for building club membership
* Have a designated person at all events to greet new people
* Provide name tags for members and guests at all club events
* Encourage club breeders and members to distribute club application and cover letter when puppies are sold. (Insert link to letter and application)
* Have “Meet the Breed” at every specialty event. It doesn’t have to be formal—just have a couple of dogs that interact with new people.
* Have some materials about cocker spaniels to give out. [“So you want to Own a Cocker Spaniel,”](https://americanspanielclub.org/wp-content/uploads/2017/08/brochure2006_01.pdf) etc.
* Provide links to club website and Facebook page. Clubs need both, if possible.
* Identify club members who are the best to mentor new people (outgoing, experienced, breed knowledgeable, dedicated breeders, patient). Coach new member mentors if needed. This is a very important role.
* Work with the ASC Member Club Committee and [AKC Club Development](https://www.akc.org/clubs-delegates/clubs/about-club-development/) Department to have a fun event, and invite people who have registered cockers in your area in the last 5 years (AKC can help with getting this information.)
* Conduct a social media membership drive – remember, pet fanciers are great members.
* Plan some fun activities at the meetings (ideas below) for established members. Invite new people interested in the breed and show the value in joining the club.
* Club Meeting Activity Ideas
	+ Informal puppy matches or evaluations
	+ Reproduction talk – can be round table of experienced members; it doesn’t have to be professionals
	+ Discussion on whelping experiences
	+ Discussion about vet care. Share experiences and recommendations for Orthopedic Foundation for Animals (OFA) exams, eye exams, general veterinary care for the breed, c-sections, reproductive care
	+ Grooming demonstrations (pet and show)
	+ Lead training
	+ Training classes (Obedience, Conformation, Barn Hunt)
	+ Canine Good Citizen or Trick Dog practice or testing
	+ Temperament testing
	+ Dog Shows 101 – How to put on a dog show
	+ Dock diving
	+ Canine Good Citizen, Trick Dog, or temperament testing information followed by testing.
	+ Cocker Spaniel standard review; feature different areas to go over on the dogs and discuss good vs poor.