2019-2020 CMC Denver Group New
Member Trip Information Kit for Leaders

prepared by Denver Group Member Initiative Committee cmcdgdmic@gmail.com

2019-2020 version: This updated kit reflects our trip leader experiences 2017 - 2019.

The Purpose of This Kit: Denver Group seeks significant improvement in first year member retention by encouraging our DG Trip Leaders to offer “New Member Trips” from time-to-time for those who are timid about jumping into CMC activities.

DMIC Supports Trip Leaders, by:

...creating no extra bureaucracy, reporting, or burdens.
...allowing trip leaders to select what, if anything, they are willing to do.
...encouraging new members to fill trips.

Why New Member Trips?

1. Based upon surveys and strong anecdotal evidence, eventual first year membership renewal is tied to rapid new member …

...use of the CMC trip calendar.
...signing up for a first trip.
...having an excellent first trip experience, as defined by the member’s own assumptions and expectations.

All these experiences depend in large part on the “first trip” leader.

2. New members have different needs and we don’t have ready data to know what each of them needs individually:

a. Some members jump right into CMC activities without encouragement. They might show up on any trip.

b. Some members have no idea what they can do on the trail, which may become a barrier to signing up for a first trip. They may benefit from an A or B-rated New Member Trip and extra leader attention and encouragement.

c. Members tell us they want the safety and encouragement of CMC instead of a Meetup. We can demonstrate that easily with any CMC trip.

d. Both weekend and Friday trips are desired. Other weekdays are hard to fill.

e. If you decide to run your own trip, be sure to include the words “NEW MEMBER” in the first title line so it is searchable.
Supporting Communications

To Leaders:

1. DMIC pre-calendars and activates a number of trips over the year so that leaders need only substitute in their own name, any desired co-leader, and their own contact information.
2. Trips now have a thirty-day registration window to prevent “roster churn.”
3. DMIC sends out a dedicated “request” email to leaders re trip availability.
4. Include a link to this kit with every call for trip leaders.
5. Include DMIC contact information in case of questions.

To New Members (ongoing):

By Denver Group Volunteers

1. List of newly calendared New Member Trips in MHM.
2. New Member Orientation presentation and slide show to mention new member hikes.
3. Describe in DG new member email welcome letters.
4. New Member welcome phone calls (by DG Administrative Assistant).
   a. Find out what hike level the individual may be and suggest a hike or two.
   b. Energize and coach new members how to get to the website and find the hikes on the CMC calendar, then to sign up, taking the member through the process online, if necessary.

By Staff

1. Provide a simple flyer at New Member Night.
2. List “New Member Trips” in CMC Happenings (this has been especially effective)
3. CMC Twitter Feed
4. Post on the CMC Statewide and Trailblazers Facebook pages.
5. Other social media as staff deems effective

Samples and Ideas Attachments:

1. Sample New Member Trip week-before-the-trip email (optional)
2. Sample New Member Trip prior-to-the-trip email (suggest more info than usual)
3. Sample New Member Trip follow-up email
4. Sample New Member Trip Details text box info (if creating your own trip and not taking on one of the already prepared and pre-activated trips.)
1--SAMPLE “WEEK BEFORE” EMAIL (optional but cuts down on wait lists and no-shows)

Just reminding you that you are signed up for Saturday’s New Member Hike to Kenosha Pass East. XX will be my Co-leader. This is one of our favorite places and we look forward to sharing it with you.

Please re-read the Trip Details here: [link]. If you do the suggested prep work, your questions and our answers will make a lot more sense.

If you cannot make this trip, please cancel yourself out by logging into CMC.org>Members>My Membership>My Trips. Each of your trips has a “cancel” button.

If you have to cancel the morning of the hike, please text or call me at xxxx. Unlike a Meet-Up, “No Shows” are against CMC etiquette and if you don’t show without canceling, I will be worried something has happened to you!

Also unlike a Meet-Up, we carpool together to and from the TH. This is a time to get to know fellow CMC’ers. Carpool info also is in the Trip Details.

If people want to stop on the way back to xx for a beer/soda and snack, we can do that. It is completely optional, and if anyone is interested, we can sort our carpools with that in mind.

I’ll write you again the day before trip day to advise you about weather and trail conditions. xxx is at xxx’ elevation. At the moment, we expect temps in the mid 30’s to high 40’s and possible wind but all that can change. There likely will be icy spots on the trail so please bring your traction devices and hiking poles.

If you have any questions, please contact me at xxxxxx

I look forward to meeting you!

2--SAMPLE “DAY BEFORE” EMAIL

Hi, everyone! Ready for tomorrow’s trip?

The forecast — an excellent day: Mostly sunny, high of 69 degrees with only light breezes. Nonetheless, it’s always wise to bring a windbreaker/rain jacket on any summer hike. We will talk about all that tomorrow.

Please re-read the trip details here: xxxx You must be logged in to see all of it.

See you at Wooly Mammoth Parking Park N Ride, Section BB, across from the Exxon Gas Station. https://goo.gl/BC28LL about 6:45 am to load up and leave by 7:00 am sharp.

We will make a comfort stop at Starbucks, Idaho Springs, Exit 241: https://goo.gl/vb2fE6. CMC etiquette expects that at least some of us buy a little something as a thanks for using their restrooms. So always bring a little cash for that purpose. This process happens on any trip that doesn’t have restrooms at the trailhead and CMC trip leaders know all the best/cleanest/sufficient restroom stalls/most welcoming places to stop for any trip.

The round-trip mileage is about 60 miles. That’s a per-car reimbursement to the carpool driver = 60 x .30 = $18, divided by the number of people in the car, including the driver, rounded to the nearest dollar. ex. 4 people in the car = 18/4 people = $4-5.00 pp. $18/5 people =$4 pp. Bring sufficient small bills to reimburse your driver.

xxx will be my co-leader.

If after reading the trip details and this email, you have any questions, let me know.

If you need to cancel, see the trip details for instructions.
Please email me with any medical conditions you have that may affect you on the trail.
All this will become second nature to you and most day before emails are usually pretty short!

3. SAMPLE FOLLOW-UP EMAIL TO NEW MEMBER HIKERS

Thank you so much to each of you for helping to make our trip a success. I hope you had as much fun as I did and made some friends you can recognize on other trips and at schools.

[Purely Optional – something like this: Sharing here the photos x took and the track I captured with my GPS. And the track shown on Google Earth. Our trip was 6.7 miles in 4.6 hours, with an overall speed of 1.4 mph but an average moving speed of almost 2.5 mph, which is really good! If we were at over 10,000' elevation and did not make too many stops, it would have been harder. But we ALL would have made it.]

If you have not already read them, please read the articles referenced in the Trip Details: (calendar link).

And don’t forget to work on changing your personal hiker classification! [Based on the trip, I’d say you all can sign-up for a difficult B trip]

Hope to see you all again soon!

4--SAMPLE TRIP DETAILS TEXT BOX FILLER

For Location Box  [Put this info here because that’s what’s sent in the confirming email and they will be sure and see it]

THIS TRIP IS FOR NEW CMC MEMBERS ONLY. We will answer new members’ practical questions and talk about pace, clothing, gear, etc. Bring your questions and concerns.

IF YOU HAVE BEEN ON A NEW MEMBER TRIP BEFORE, please wait until a few days before the trip date to sign up, in order to reserve scarce places for true newbies.

For preparation help, check out these articles for members at CMCDenver.org.

We will talk about all these matters on trip day.

1. All About Hiking Pace

2. Trail Etiquette

3. Your Personal Hiker Classification.

For More Info Contact Box

Whenever you have to cancel out of a trip, it is your responsibility to do that online. I will see it. Here’s how: cmc.org>Members>My Membership>My Trips. Your trips will be listed in date order and each has a cancel button at the end.

For Details Box

The goal is to get new members comfortable with the trip sign-up and trip-taking process. We will answer new members' practical questions and can talk as you wish about pace, clothing, gear, etc.

I’ll write you with a weather forecast the day before. Do not assume bad weather means the trip is canceled. We only cancel if the roads are treacherous. We just try to dress appropriately.

Please bring those of the 10 Essentials [https://www.rei.com/learn/expert-advice/ten-essentials.html] appropriate to a mountain hike: Wear proper hiking boots, sunglasses and sunscreen, a hat, a personal first aid kit, nutrition items, and plenty of water. Rain jacket with hood is a year-round pack item.

Late fall through early summer only, traction devices, such as Microspikes, may be necessary as the trail could be icy.

Part of the trail is steep, so bring hiking poles if you use them. If you have never used hiking poles, I have a few to loan, if you’d like to try them.

No jeans or cotton clothing. We can talk more about all that on trip day.

NO Dogs, please. Look for designated "Doggie Hikes" on the calendar.

Let me know of any medical conditions that might affect you on the hike.