

Denver Member Initiatives Committee (DMIC)

Submitted by Robbie Monsma, Michael McMahon, Wayne Howell and Abbie Gentry, Committee Members.

CMC membership statistics indicate that attending at least one CMC hike or school is key to new member retention. Therefore, Denver Group Council formed the DMIC to create programs designed to educate and appeal to new members.

1. New and Prospective Member Hikes

We continue to organize New and Prospective member Hikes 2-3 times a month. Michael McMahon and other Denver Trip Leaders share the duties (we can always use more trip leader volunteers). We talk about the Club's various activities, how to choose trips, and answer questions. Depending on the season, sign-ups vary from as few as three to as many as twenty sign-ups for one hike. Guests are welcomed too, since some people want to check us out before they join.

We start recruiting for future Trip Leaders and School Instructors on these hikes. It's a big jump for a new member to even consider leading hikes for the club, but we try to plant the seeds.

2022-2023 FY New Member Hikes

# of Trips completed	Roster Totals	TL's + Vets	New Member	Guest	Left on Waiting List	No Show
26	291	66	176	Not available	6	21

2. Beginner Snowshoe School

We run Beginner Snowshoe School (one-day sessions) on winter weekends (plus some Fridays) when and where there is sufficient snow. Classes are held as close as possible to CMC, with South Sourdough Trail as our default. In 2024, we have excellent and sufficient instructors, plus vastly increased student demand, so we have scheduled 12 sessions so far for the coming season, compared to six sessions in 2023.

Thanks to Denver Group Council, in 2022 we were able to purchase 24 sets of REVO Trail snowshoes, poles, and carry bags for our classes. We share these items with Day Hiker School's Snow Travel Field Day and Avalanche Terrain Avoidance students who don't have their own snowshoes.

2023 FY Beginner Snowshoe School

# of Sessions Completed	Roster Totals	Tls + Helpers	Learning Members	Left on Wait List
6	61	15	47	0

3. Ascending Hikes Section

The Ascending Hike Section presents all CMC members with opportunities to make new friends, explore more of Colorado's hiking trails, and increase their hiking fitness, speed, and stamina by gradually increasing route length and difficulty in a series of hikes over the hiking season.

This year, with strong trip leader participation, the program has been more popular than ever, almost doubling the number of trips, and so we have decided to offer trips year-round, and to recommend Beginner Snowshoe School as essential to keeping up trail conditioning. Even though AHS is a drop-in program, some new members have told us this should be a premiere recommended introductory program along with WTS/Day Hiker School. We have leveraged this program on New and Prospective Member Nights to enable new members to join and register for a hike that evening.

2023 FY Ascending Hikes

Total Trips	Rosters Total	Trip Leaders	Wait Listed
69	561	9	6