

RETENTION MANUAL

MEMBERSHIP RETENTION:

Which is more valuable to your organization?

A) One new member?

Or **B)** One retained member?

The answer is definitely **"B"**

According to statistics, acquiring a new member is anywhere from 5-25 times more expensive than retaining an existing one

That's because it costs more to find and convince a new member to join than to keep your current members engaged

Here are some sample questions you can use for your current members:

- 1) What are 3 things that your lodge should continue doing?
- 2) What are 3 things that your lodge should stop doing?
- 3) Which things do you take the most advantage of?
- 4) Would you recommend your lodge to a friend?
- 5) Why?

WIN BACK MEMBERS:

You need to identify which of your members aren't active, then win them back before you lose them permanently. Once you identify them, send them a "Win-Back email - a special offer, designed to re-engage someone with your lodge:

COME BACK - WE MISS YOU

We haven't seen you for awhile. Is there something we can do? Let us know, we would be happy to help.

See you soon. Without member support, we cannot accomplish our goals.

Though we often focus on attracting new members, retaining our existing members is just as important.

Here are some strategies that can be used to improve member retention by making sure members are engaged and committed.

ENCOURAGE MEMBERS INVOLVEMENT

Members do not want to sit on the sidelines. They will lose interest if they can't take action.

AND, an uninterested member will drop out. Do what you can to get members involved. Encourage them to attend events, and help raise funds.

COMMUNICATE APPROPRIATELY

Quality is more important than quantity. Make sure all communication is relevant to the lodge. Let your member choose his/her favorite method of communication.

Create a phone tree to remind members of meetings, or to contact members that haven't attended meetings in a while... they may be ill, traveling or bored with the lodge. Make them feel they are wanted and missed.

MENTOR PROGRAM

Assign each new member a mentor who will initiate a personal welcome call and check in regularly with the new members, especially during the first year. The mentor will be responsible to introduce them to other members and encourage them to participate in events

HOST MORE CULTURAL EVENTS

People are becoming more interested in their history and family trees. Focusing on our stories and culture keeps members who want to connect with their heritage interested.

Host food contests, food presentations and any event revolving around food.

Have short language classes that focuses on travelers' necessary Italian phrases, or have members give a report on the different regions of Italy.

Have someone talk about dual citizenship.

SHORTEN MEETINGS AND HAVE FUN

Keep meetings brief. Our members want to socialize and have fun, not necessarily attend rigid structured meetings. Take care of business quickly and get to the enjoyable things. Make your lodge fun, productive, accessible and exciting. Celebrate birthdays, anniversaries.

APPRECIATE MEMBERS

If there is a member who is constantly donating, or anyone that is constantly donating, honor that person or people at a meeting or lodge event. It doesn't take much to present them with a certificate of appreciation. If they are honored at an event, they will most likely bring people with them to see them receive this honor, and they will continue donating and attending lodge functions.