

## **THE TIME IS NOW to - CREATE SOME INTEREST - in RETENTION**

No matter what we have done or not done in the past – **THE TIME IS NOW** to begin fresh and *Create Some Interest* our efforts to preserve and retain our membership strengths through personal contact with members in arrears. We must work this part of our program in a more efficient and effective manner. We must begin anew and we must start now!

The jurisdiction Secretary must produce the list of members who have let their dues lapse. The Jr Past President is the Retention Chairman and must see to it those lists are not only distributed to the Lodge Moose Legion Committees in the jurisdiction – but he must assure a **RETENTION COMMITTEE** is in place within the jurisdiction that involves persons from every unit in the jurisdiction. Not just names – but people who will *Create Some Interest* and be willing to roll up their sleeves and work to make personal contact with the members in arrears.

Some of them may have also let their lodge dues lapse. Let us not forget them – rather let us work as the true leaders that we Moose Legionnaires say we are and help the lodges at the same time to save their members and our base from which to draw future members.

Keep in mind those in arrears have received a couple of notices by mail already. They will have received up to 3 notices from Moose International informing them that their dues are up for renewal. If that did not get them to pay – there may be an issue to resolve that could be done by someone simply reaching out to them, Creating Some Interest and listening sharing time with them.

The Councils of Higher Degrees have a *primary obligation* to assist with *retention* of Lodge, Chapter and Moose Legion membership. Do not hesitate to call on the Council in your area for assistance in your efforts. But at the same time – don't expect them to do all the work – you must have a local committee that is active in making personal contact with your members.

Can you send out letters? Sure you can. But after 3 other notices by mail – good chance the same thing will happen to your letter – as did those notices. That is unless you set up and follow it with a phone-a-thon a few days to a week later and actually have people speak to the members. We need to show we care about them. We need their feedback as to why they were not paying. Perhaps we can enlighten them on the benefits. Perhaps we can actually Create Some Interest !

They should be thanked for their past years of membership, reminded of our efforts at Mooseheart and Moosehaven – the activities they might participate in through continued membership and very importantly (and often overlooked) is the **MOOSE MEMBER BENEFITS** that are available to them. Many of our members have saved far more than the annual dues by using those benefits – thus making membership something that instead of actually costing them money – saves them cash instead. They need to know and we need to Create Some Interest by informing them.

Please do not wait – the Time is Now to get this program in full swing. Let's be sure to contact each and every expired and dropped member. They are all important. We need to be sure they know that. You can be a great asset and true leader in this effort. Will you step up and do so – will you please?

**The Time is Now, and it is up to us, it really is!! Please, let us all Create Some Interest !!**