

As children, we started many fun races with these words. Now, as members of the Women of the Moose, we are checking to see that all necessary forms have been remitted, that all members working to earn degrees have sponsored the needed new members and, most important of all, we are doing our very best to see that our arrearage list is under control. Better yet, working to ensure we have no arrearage list at all.

Can that be possible? Of course! But we need to start long before we get to this point. You have probably heard me say this before, but I'm going to say it again. "Retention begins the moment we start talking to a friend, relative or associate about the Women of the Moose." Are we projecting a positive feeling about our beloved organization? Are we telling our prospective new members how much we enjoy our involvement with our beautiful children at Mooseheart, our senior friends at Moosehaven and our communities?

Most of all, are we making each of our members feel that they are the most valuable member of our Chapter? Everyone wants to feel wanted and needed and it is our duty to make sure that's how our members feel.

So, how can we do this? It could be as simple as a birthday card. Yes, a birthday card. And, I know this for a fact.

Last winter, I was given the gift of membership in North Pole, Alaska Chapter. It was fun to tell my friends that I was a member in Alaska, but I didn't really intend to renew my membership when it came due. Then, in August, I received a beautiful birthday card from my co-workers in the North Pole. It really made my day and I decided I would continue to pay my dues to my Alaskan Chapter as long as I am able. Thank you so much North Pole friends! You not only made me feel like a valued member of our Chapter, but you also gave me a great idea for membership retention.

Think about it – everyone loves to receive a special card on her birthday, when they are ill or to welcome or remember them as members in our Chapter. I have a feeling that every Chapter has a scrap-booker, stamper or handmade card-maker, like me, who would enjoy an evening or two each month to 'get out and play.' A couple of idea books, colorful card stock, scissors, glue, odds and ends of lace, flowers, etc. are all it takes to create 'a smile in an envelope' for co-workers who will love hearing from you – membership retention that can really work.

So, **GET READY** – with co-workers of your Chapter who enjoy doing crafts  
**GET SET** – with simple paper crafting tools and supplies  
And, **GO!** – have a great time making lovely, handmade cards!  
Then, watch your arrearage list become a thing of the past.

When you decide to try this idea in your Chapter, I would love to hear from you. Please let me know what you did and how it turned out. I would be honored to receive a sample of your handiwork.

Have a great time 'making smiles!'

*~Carolyn*