



MOOSE-A-THON

An Ongoing **Membership Retention** Effort of the
Councils of Higher Degrees



Membership Retention is a vital key to the success of the Moose fraternity. Reducing the number of members dropped from our rolls is a major factor in ensuring the strength of our Lodges, Chapters and Moose Legions.

Membership Retention is also listed in each Council of Higher Degrees' By-laws as the #1 purpose of this distinctive unit of the Moose. Personal contact is one of the most effective tools in retaining our members. With that knowledge, we are pleased to offer the following guidelines for holding a **Moose-A-Thon** in every Moose Home.



The Plan

A **Moose-A-Thon** would be conducted once a month in each Lodge. The leaders of this special committee are made up of Higher Degree members. Other interested members can also participate. This committee would develop a system to contact all Lodge, Chapter and Moose Legion members in arrears. They would also develop a *contact form*, which would be used by each member of the committee, to record pertinent information provided by the member.

Members of the **Moose-A-Thon** committee must be knowledgeable about current Moose programs in order to answer questions and provide information. Resources are the Moose Magazine, Moose Leader and Moose Website. The committee would

not only encourage members in arrears to pay his/her dues, but also report progress back to the Lodge, Chapter and Moose Legion officers.

Higher Degree members can gather member information from the Recorder, Administrator and Moose Legion Secretary, as to dues expiration dates, phone numbers and addresses. Contact can then be made to each member by phone or in person.

A printout of the membership screen for those members to be contacted will give the caller the knowledge of the members years of service, if they previously held an office and if they hold any degrees. (**IMPORTANT:** Be sure to collect and shred or appropriately destroy all outdated membership printouts at the end of the **Moose-A-Thon**. Membership information needed from month to month may be kept in a secured file in the Administrator's office.)



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This committee may also contact:

- New members with a personal welcome reminding them of activities and the benefits of membership.
- Active members that have been recently absent from unit events and remind them they are missed.
- Those members who are ill and ask what the Lodge can do for them until they recover.

Many members have cell phones with unlimited night or weekend calling. The committee should encourage these members to bring their phones and participate. The more members making calls, the more success you will enjoy.

The committee should consider making this a social event at your Moose Home, by providing an inexpensive meal, such as spaghetti or chili, free of charge to members who assist in the calling during the **Moose-A-Thon**. The committee may even want to have a contest, where a small prize is given to the member who reaches the most members and/or collects the most dues.

Helpful Hints For Success:

- Do not make any calls during mealtime or late in the evening.
- Be prepared by rehearsing what you are going to say.
- Have a Lodge newsletter, Moose Leader, Moose Magazine and a benefits flyer available to answer any questions.
- Make sure an officer or chairperson is on site to help with questions.
- Introduce yourself and say you are calling on behalf of the member's Lodge or Chapter.
- Ask if this is a good time to call. If it is not a good time, ask when a better time would be to call back. Be sure to follow up with a return call.
- Say "thank you" when the call is completed.
- Always be positive.

Topics that can be included in your conversation:

- From the information on the printout, thank the member for their years of membership and for any previous service as an officer, chairman or degreeholder.
- This is also a great opportunity to verify the member's mailing address.
- Remind the member about our member benefits package.
- Promote upcoming Lodge, Chapter and Moose Legion events.
- Sincerely tell the member how important they are to their Lodge/Chapter and the Moose Fraternity.
- Ask the member if there is a reason why they have not paid their dues. (**NOTE:** these answers may reveal a weakness in the Lodge, Chapter or Moose Legion program, that can be easily corrected **OR** a major issue that needs to be addressed by the officers. This is vital to the success of this program.)

- Respond and record the needs or concerns voiced by the member.
- Remind the member their dues not only support their local Moose Home, but also help provide programs for our students at Mooseheart, our seniors at Moosehaven and their local community.
- Thank the member for taking the time to speak with you, and encourage them again to pay their dues.

The Reporting

The **Moose-A-Thon** committee is responsible to develop a form that best fits its reporting needs. This form should be given to the unit officers at the first meeting each month. The report would include the names of members contacted, when the contacts were made, who made the contact and the results of the contact.

Should the member have a complaint about the unit operation, the report would go to the Board of Officers for their review and any action needed. A similar report would be sent to the Regional Manager for his review and follow up with the unit.

The Goals

- 1] Help each unit increase good standing membership, which would, in turn, help the association and entire Moose Fraternity show growth in members and finances.
- 2] Strengthen each unit by finding the weaknesses (or major complaints) of members not renewing their dues. The unit officers can then work on these weaknesses to strengthen their operation.
- 3] Restore one of our basic precepts of brotherhood and people caring for people.

The Rewards

The reward would be in helping the Lodge, Chapter and Moose Legion increase the number of good standing members in each unit and improve the unit's operation.

This growth and improved operation would increase the number of members who would be eligible to:

- Participate in the unit's activities
- Donate to fundraising efforts
- Sponsor members
- Become Lodge, Chapter and Moose Legion leaders
- Earn Higher Degrees

Higher Degree Councils and the Moose-A-Thon - A perfect match!