

# MEMBER RETENTION WEEK

## One Week Focus — Year-Long Commitment



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— Kim Thompson, Assistant Director of Retention & Recognition

### Seventh Annual Member Retention Week to begin in November

The Moose Fraternity has designated the first full week in November as Member Retention Week, representing an opportunity to celebrate our current members as well as encourage expired members to rejoin the organization. Our seventh annual **Member Retention Week will run from November 3–9.**

During this time all Lodges, Chapters and Moose Legions are asked to develop a series of activities that will highlight the positive areas of the Moose and reinforce the benefits of membership. Activities across the Fraternity will include Heart of the Community projects, member dinners, fraternal nights, lodge improvement efforts, expired member phone-a-thons, and other programs developed locally.

“Member Retention Week has become a week to highlight the fraternal aspects of our program, and let the world know about our Fraternity. This is the perfect time to hold an open house, allowing the public to see the good deeds our Lodges/Chapters do, not only for the fraternity, but also for their community. This is also a time to allow our dedicated members to mentor the new members, instilling fraternalism into their everyday lives. Participation by our Lodges and Chapters has increased since the program began; with every Lodge/Chapter knowing that retention is an on-going process.

During this week we are asking our members and volunteer leaders to spend just a little more time focusing on activities which will help win back expired members and reinforce your value with your existing members,” states Kim Thompson, Assistant Director of Retention and Recognition in Moose International’s Membership Department. “It’s a great way to strengthen your Lodge, Chapter and Moose Legion, and get more people involved in activities that are vital to membership growth and satisfaction. Hopefully, this will result in a better understanding of the Moose’s mission and an increase in the number of individuals willing to volunteer at the local level.” Lodges, Chapters and Moose Legions are encouraged to use their existing events and activities as part of their week-long celebration.

Early planning is the key, and each Lodge and Chapter can download several resources, suggestions and information via our website that will help them prepare for this week. Additionally, cash and merchandise prize drawings will be held for those fraternal units that conduct activities during this week.

“Member Retention Week is a wonderful way to kick off the holiday season, by creating enthusiasm and an upbeat attitude for the Fraternity,” adds Thompson. “Active members are your most valuable assets – fraternal active members are priceless and are the strength in your foundation.”