

# Keys To Successful Membership Retention



## KEYS TO SUCCESSFUL MEMBERSHIP RETENTION

This Keys To Successful Member Retention Guidebook provides resources and information that will assist every Chapter with your membership retention efforts. Every member of your Chapter can benefit from the Member Retention Guidebook. Active participation of our members working to develop and strengthen retention programs in our Chapters will result in success.

The first objective of the Women of the Moose is to “bring women together in a closer fraternal relationship, to assist in the charitable activities of the Moose fraternity, with special attention to Mooseheart and Moosehaven.”

The **Sponsors** should maintain a special and active relationship with the prospective/new member. Communication is the number one key.

Contact the prospective/new member and invite her and her family to the Moose Home, to meet the members, to enjoy an event or function and to attend an Orientation. Be the “Hostess with the Mostest!”

Each prospective and new member should attend an Orientation Program. The Orientation should be thorough without being long and boring. The Officers of the Chapter should be present and prepared to answer questions and concerns.

Take the time to introduce her and her family to the members present. Show them every courtesy. As a proud member of your Chapter, share stories about the Lodge and Chapter’s fun social time, functions/events, Community Service projects and successes of the members.

Take the prospective/new member “under your wing” and teach her what the Women of the Moose is all about. Encourage her to become involved in the Chapter meetings, Chapter and Lodge functions/events and Community Service efforts.

The **Chapter** officers should make personal contact with each prospective member. Once the application has been submitted, a member of the Board of Officers should give the applicant a call. Thank her for the application and let her know the process for application review and the approximate time it will take for the membership to vote on her application for membership. Communication is the number one key.

Contact with new members is just as important. Send a “happy you joined” card immediately after the meeting in which her application was accepted. Have everyone at the meeting sign the card. Invite the new member to the next meeting, function/event and furnish her with a calendar of events for the next two to three months.

Use the “Activities Questionnaire” to find out her interests as well as her family members’ interests. The questionnaire gives members the opportunity to list their preferences and indicate areas that they find exciting, challenging and more importantly FUN!

**Well-run meetings** will keep members coming back. The Officers and Chairmen must be familiar with the Women of the Moose Meeting Procedures and Agendas. The Guide is responsible for setting up the meeting room, however, anyone can lend a hand to get the job done! Do not wait for “someone else” – jump in there and help!

**Fun-filled activities, functions and events** should be oriented toward Women of the Moose members only activities and family activities. Picnics, movie nights, themed dinners, line dancing instructions and board game night to name a few are some suggestions in addition to those listed in the following pages. Do what has been successful in the past but remain open to new ideas and suggestions.

Be sure to have enough **volunteers** for each event/function. All volunteers should remain friendly, courteous and helpful during the entire event.

Review these ideas, suggestions and recommendations from our members. Implement changes that are deemed appropriate for your Chapter immediately. Every idea will not work for all Chapters; however, some of the ideas will work for every Chapter. Changes made will strengthen your Chapter and increase membership retention.

## **Most Enjoyable or Memorable Chapter Meeting**

- Each MEMBER brings in an article of clothing in a paper bag. Members can purchase items for fifty cents per bag. At the end of several months you must wear whatever items were in the bags that you purchased at the Chapter Meeting.
- Theme bingo
- Decorated theme hat night
- Cake walk
- Guest Speakers such as National Guard
- Blind Auction – items wrapped up so you can't see. Everything from boxes of Macaroni & Cheese to nice items.
- Hobo theme – served refreshments in tin cans – dressed in Hobo Dress
- Trick or Treat Bags – you don't know if you are getting a trick or a treat
- Earn points for volunteering – use points to purchase items.
- White Elephant raffle
- Special Presentation (volunteer, birthday, oldest, etc.) as a surprise
- Christmas in October with special fun and activities
- Meeting between old and new Boards of Officers
- Having challenged youth tell of their experiences
- Gag gift exchange
- Joint meeting honoring older members
- Skits, games, puzzles before or after meeting
- Candlelight ceremonies
- Pig roast
- Men's fashion show during social time after meeting
- Started a story/rumor that everyone had a chance to tell. At the end it was funny to see how the original story had changed.
- Cookie exchange. We all brought cookies to exchange and also the recipe.
- Decorated shoeboxes and put a lunch inside. The best-dressed box won a prize.
- Pound Auction where you purchase items by the # (pound) or ounce
- Had a meal with no silverware
- Introductory dinner for prospective members
- Bone china tea
- Played musical chairs
- Box lunch – invited our men to attend and purchase lunches
- Whist or card playing
- Police Officer came to teach us self defense
- Brown bag auction after the meeting
- Line dancing after the meeting

## **Why Members Continue To Come To Meetings**

- I want to go
- To know what is going on
- To be with my friends
- Family and friendship
- Want to learn about the Moose
- To support my Chapter
- To find out what I have been volunteered to do
- My obligation since becoming an Officer
- Stress relief
- Dedication to the Chapter
- I am the driver for members of my Chapter
- Seeing friends
- Enthusiasm of the Senior Regent and other Officers
- Receiving hugs
- Influence of fellow members
- Receiving a gift for attending ten consecutive meeting nights
- Enjoy the people
- I find it fun and enjoy learning new things
- I do not want to miss out on anything
- Enjoy dressing up like a clown or a witch for the children's holiday parties
- Obligations
- Spouse participation
- I visited Mooseheart
- Social time
- Camaraderie of members
- To continue to support Mooseheart and Moosehaven
- To uphold the oath I took as a new member
- Desire to make a difference
- To eat
- To get out of the house and from my family for one night out
- Commitment
- The children at Mooseheart
- Learn about the Moose programs offered
- Enjoy chance to visit other Chapters
- The experience of my first Conference
- I think I can do so much more for the Lodge and Chapter
- Birthday gifts at Business Meetings
- I like being with more mature ladies – they make me feel special
- The Moose is where my friends are
- Encouraged, sometimes “bugged” to come
- Want to be involved in the community activities
- Meetings get me out of my house
- My daughter is a 30 year member
- To accumulate the most tickets for six months to get the prize

## **Most Memorable Guest Speaker**

- Emergency Room nurse speaking on signs of stroke
- Teen pregnancy
- GED and other local community college courses offered
- Domestic Violence Task Force
- Women's Abuse Center representative
- Book Mobile/Library speaker
- Breast cancer awareness
- Fire Department for fire protection
- Fitness expert
- School teacher
- Police Department for self defense
- Local foot doctor
- Local newspaperman who had great stories and a lot of jokes
- Breast surgeon who taught new information on self exams
- Lawyer who told us the importance of wills and explained the different ways to protect the assets of yourself and your family
- Heart Association
- Up With People (young group)
- Special Olympics speaker
- Youth Awareness speaker
- Yard Sale Appraiser
- A veterinarian spoke about the Adopt-A-Pet program
- State Representative came to discuss rules and regulations
- K-9 Unit
- Teenagers who spoke about what it is like to be a teen today
- Marshall Arts Demonstration geared for older women as protection
- Social Security Officer explaining all our rights and benefits
- Fire Safety expert
- A Mooseheart student
- A family teacher from Mooseheart
- Local students tell things adults can do to better communicate with kids
- A music teacher
- A lady from Hospice
- Alzheimer's speaker
- Our student nurse
- The Mooseheart Marketing and Moosehaven Admissions rep
- The Meals on Wheels Director
- Girl Scout Leaders
- The Coach of the ball team
- Members of the volunteer Fire Department
- A demonstration of rescue dogs
- The girl who is our scholarship recipient
- A speaker on living wills
- Funeral Director
- A make over by a beautician

## **New Activities Members Would Like to See**

- Card night
- Exercise group
- Line dancing
- Activities for the kids
- Teen group
- A Mooseheart trip
- Dance groups
- Family karaoke
- Babysitting
- A craft night for kids
- Crafts as a social activity
- Quilting bee as a project
- Kids bingo
- Teen dances
- Singles night
- A talent show
- Mr. Moose and Miss Moosette contests
- Pizza, hot dogs and ice cream for family nights
- Bingo for just members
- Children's activities so adults can enjoy time out
- Golden Moose for 55 years and up
- Pot luck suppers
- Put on skits on meeting nights
- Set aside a senior area where older members can have coffee or soda and enjoy other time just with other seniors
- Exercise programs after the meetings with exercise tapes
- Mixer – hand out cards at the start of the meeting. Find your matching card at the end of the meeting. Sit with that person during social time.
- Monthly game night
- Annual Bus Charter to Mooseheart
- More participation in community charity events
- More joint activities with the LOOM – we are always having separate activities
- Guest speakers at the meetings
- A bowling league
- Cake decorating
- Have someone to teach crafts
- Become involved with the Boy/Girl Scouts to help them earn badges
- CPR Training
- Safety rally for the children
- Have a mechanic come in to teach members simple car repairs
- Knitting or crocheting for seniors to get together and make items to donate
- Have theme nights and dress up
- Have western night
- Refreshments on meeting nights

## **MEMBERSHIP RETENTION IS EVERYONE'S RESPONSIBILITY**

Take the time to contact members who have not been coming to Chapter meetings and/or to the Lodge Home for functions/events or who have simply dropped out of sight and mind.

Contact can be by way of a phone call, email, postcard, newsletter, or better yet, visit the member in person. Call ahead but stop by for a "how's it going" visit. Ask if there is anything you can do to assist the member. Maybe she is in need of a ride to and from the meetings.

### **Ideas for Membership Retention**

- Give a special incentive to top sponsors (certificates, jewelry, recognition)
- Thank top sponsors from the previous year. Keep in contact and ask for their continued involvement in our membership campaigns and new member recruitment.
- Invite Chapter/District/State/Provincial top sponsors as a guest speaker for the Membership Committee Meeting Night.
- With Chapter approval, initiate a Chapter Membership Campaign with incentives and rewards.
- Along with your mentoring program, have a New Member Contact group. They should make monthly contact with new members and invite them to join in on the fun and festivities of the Chapter and Lodge.
- If permission has been given, give the new member a list of the Board of Officers' names, telephone numbers and email addresses. Invite them to attend events and furnish them with the upcoming meeting and event dates.
- Meet and greet members as they enter the meeting room and Lodge Home. Take the time to find out how the member and their family are doing – be sincere and caring.



## **Ideas for Membership Retention (cont.)**

- Hold a social gathering for all members who have joined within the past 12 months. It is an opportunity for newer members to ask questions, share experiences and get to know each other.
- Have events/functions where the members are not asked to buy chances (no scratch offs, no raffle/door prize tickets, etc.). Let the members enjoy an evening where their money stays in their pockets.
- Try not to hold the Board of Officers' meetings before or after the Chapter Meeting night, as this will give the Officers a chance to socialize with all of the attendees.
- Report updates of membership goals and accomplishments on the Chapter bulletin board, in the Lodge or Chapter newsletter and on the Lodge/Chapter website.
- Keep in touch with inactive members. A simple postcard, letter or telephone call will let them know they are missed.
- Recognize and celebrate each member's fraternal accomplishments – earning degrees, sponsor awards, never missing a meeting, etc.
- Give everyone something to do. The members will feel a sense of responsibility and pride. Do not be overbearing or insistent. Take their “no, I can't help” or “no, I would rather not help” answer gracefully.
- Utilize the Chapter's right to assist a member in need and pay her dues for a year. Please remember this must be approved by the chapter members at a chapter meeting.
- Send each Chapter member a birthday card, a thank you card and/or a we missed you card throughout the year. Keep in touch with all members.
- Give each Chapter member and the members of her family a reason to come to the Chapter meetings, functions and events. Have something for everybody.
- Keep a positive attitude and a friendly approach to all members. Let them know you care. They are members of your fraternal family.

## **IMPROVED COMMUNICATION**

Survey information has told us that we do not successfully communicate with our members. Better communication will help insure retention of our members. Therefore, to further assist in your member retention efforts, the Member Retention Guidebook also contains sample letters to be used when communicating with members of your Chapter who have let their dues expire. Please allow a member to drop her membership without making her feel guilty if that is her desire. The following pages contain sample letters. The sample letters should be modified to include your specific Chapter information. It is recommended that these letters be used by every Chapter.

Letter to the candidate to attend Orientation Meeting

Letter to the new member

Letter when membership is renewed

Letter to member who has become inactive

Telephone Call Scripts

These sample letters should be used in addition to information already being mailed to each member from the Chapter. Each Chapter is encouraged to continue to mail a Newsletter of upcoming events to every member of the Chapter. Chapter Chairmen shall continue to mail a letter to each member of her respective Committee.

## **SAMPLE LETTER TO ATTEND ORIENTATION MEETING**

Dear \_\_\_\_\_:

We would like to take this opportunity to thank you for applying for membership in our Chapter.

To give you a better understanding of the true meaning of the Moose Fraternity, as well as the importance of your membership in the Women of the Moose, you and your family are invited to attend a New Member Orientation Meeting on \_\_\_\_\_ at our Moose Home located at \_\_\_\_\_. This informal meeting will begin at \_\_\_\_\_ PM and will last approximately 45 minutes. The goal of the New Member Orientation Meeting is for you and your family to meet members of the Chapter and to become better acquainted with the purposes of the Women of the Moose. We will share with you some of our recent activities in our Chapter, Lodge Home and in the community. We will also give you information about upcoming member events for you and your family.

We truly appreciate your interest in becoming a member of the Women of the Moose. We are very pleased that you may soon be joining us in our program of service to Chapter, Lodge, home and community. We look forward to seeing you soon.

In friendship,

\_\_\_\_\_ Chapter Board of Officers  
(Email address/phone number to RSVP)

## SAMPLE LETTER TO NEW MEMBER

Dear Member:

We would like to take this opportunity to thank you for joining our Chapter. It is a pleasure to welcome you as a member.

Our Chapter meetings are the \_\_\_\_\_ beginning at \_\_\_\_\_ PM. The meetings are held for the purpose of welcoming new members and is held in honor of the Chairman of the Month and her committee. In addition, the business of the Chapter is addressed. Each meeting lasts approximately one hour with a social hour and refreshments to follow.

You have been appointed to serve on the \_\_\_\_\_ Committee. The Chairman is \_\_\_\_\_. She will be in touch with you soon regarding upcoming activities of the Committee.

Enclosed you will find a copy of our newsletter with a calendar of upcoming events. You will receive future copies of this newsletter in the mail. We hope that you will find many activities of interest to you and your family.

Thank you for joining our Chapter. We look forward to your active participation in our Chapter and Lodge events.

Fraternally,

\_\_\_\_\_ Chapter Board of Officers

(Contact Email address or phone number)

cc: to Chairman

## **SAMPLE LETTER TO MEMBER RENEWING HER DUES**

Dear Member:

Thank you for renewing your membership in the Women of the Moose.

With the help of your annual membership renewal payments, the Women of the Moose is able to offer the financial assistance necessary to provide for the education and well being of our children at Mooseheart and for the health and security of our seniors at Moosehaven. Through your decision to renew your membership, you are making a difference in the quality of life for our beloved children and seniors.

As you know, the excellence of any organization is only the reflection of its members. In order for our Chapter to be truly successful and to continue in our program of service to Chapter, Lodge, home and community, member participation in activities, meetings, events, etc is vital. If you have not taken the opportunity to attend our meetings or activities lately, please consider this a personal invitation to join us and get re-acquainted with your fellow Chapter members.

We truly have a wonderful group of women at our meetings and events, but we are always in need of more active members. Won't you please consider getting more involved?

Thank you for renewing your membership in the Women of the Moose!

Fraternally,

\_\_\_\_\_ Senior Regent  
(Email or phone number)

\_\_\_\_\_ Treasurer  
(Email or phone number)

## **SAMPLE LETTER TO MEMBER WHO BECOMES INACTIVE**

Dear \_\_\_\_\_:

We are writing to let you know that we have missed your smiling face at our meetings and activities. Active participation of our members is a vital part of the success of our Chapter. Your absence has been sincerely felt.

Have you been on a great vacation? If so, we are glad you are home now. Have you or someone in your family been ill? If there has been an illness that we are not aware of, please let us know if there is anything we can do to help. The members of your Chapter are always ready to assist in the time of need.

We have missed you. Every member is important to us. We look forward to seeing you at our next meeting or activity.

Fraternally,

\_\_\_\_\_ Chapter Board of Officers  
(Email or phone number)

## **SAMPLE TELEPHONE SCRIPTS**

### **Telephone Script**

Hi, my name is (insert name here) and I am calling from (insert chapter name here). May I speak with (insert member's full name here)?

Hi, (insert member's name here). We noticed that you haven't renewed your dues yet and I just wanted to give you a call. Too often we lose touch with some of our members, but we are making a concerted effort to reach out to all of our members to reconnect with our Chapter and to enjoy the benefits of membership. And, as you know, your membership helps support children in need at Mooseheart, and our seniors at Moosehaven. Without our support, most will not be given a second chance at life that is now provided through your incredible generosity. Can we count on you to renew?

(Listen to the member here and respond accordingly.)

#### **If her answer is: I plan on renewing - I just haven't gotten around to it yet.**

Your response: It's easy to renew your membership - follow the instructions on your dues statement; go on-line to [mooseintl.org](http://mooseintl.org) and click on the "pay dues online here" button; or call 630-906-3658 to talk with a Moose representative. I hope to see you down at the Lodge/Chapter soon. Thanks.

#### **I never received my renewal notice.**

Your response: That's no problem. With your membership ID number, you can go on-line to [mooseintl.org](http://mooseintl.org) and click on the "pay dues online here" button; or call 630-906-3658 to talk with a Moose representative. Your ID number is (read Moose ID number from the form.)

#### **I've had problems down at the Lodge/Chapter. (Any type)**

Your response: Our Board of Officers is working hard to make sure your Chapter visit is a positive experience every time. (Discuss her specific issue and the steps you are taking to resolve the issue) I hope you'll renew and give us another chance. In addition, your dues help support children and seniors, so I would hope that you would want to continue to do that.

#### **I just can't afford it right now.**

Your response: Our dues amount is much less compared to many other organizations, plus you have access to a number of benefits that more than make up for the amount you pay now. Visit the Moose website for a list of all of the discount programs and offers

available to you. Additionally, we try to keep costs low down at the Lodge in order to provide a better value for our members than they can get at other places around town. I hope you'll reconsider.

**I no longer live in the area.**

Your response: There are a number of Lodges/Chapters throughout the country that you can be involved in. Go to the Moose website ([mooseintl.org](http://mooseintl.org)) for a list or call 630-906-3658 for help in finding a new Lodge/Chapter.

**(If someone else answers and informs you that the member is deceased)**

Your response: I'm sorry for your loss. Thank you for taking the time to talk with me. I'll let the chapter know that (insert name here) has passed and will update our records accordingly.

**Voicemail Script**

Hi, my name is (insert name here) and I am calling from (insert Chapter name here). We noticed that you haven't renewed your dues yet and I just wanted to touch base and make sure we keep you as a member. You're important to our Chapter, community, and the kids and seniors we support at Mooseheart and Moosehaven. To renew your membership, follow the instructions on your dues statement or call 630-906-3658 to talk with a Moose representative. (\*\*\*) I hope to see you down at the Lodge/Chapter soon. Thanks. \*\*\* (Optional) If you have questions, I would be happy to talk with you about your membership. Give me a call at (your number here.)



We believe that the information contained in the Keys To Successful Member Retention Guidebook will be a vital tool to assist our Chapters in your retention efforts. Every suggestion will not prove successful in every Chapter; however, every Chapter will benefit by using some of the suggestions. Quite simply, we must all start to do a better job at retaining our members. We cannot afford to continue to sit by and do nothing as our members drop their membership. Our Chapters now have the Keys To Successful Member Retention Guidebook that provides solutions for the reasons why our members have told us they decided not to renew their membership. We must adopt a new attitude that lets every member know that we want them to remain members of the Women of the Moose and that we are willing to make the changes necessary to make this happen.

The International Offices of the Women of the Moose appreciate all comments, suggestions and ideas. Please send yours via Mail Service to:

Barbara McPherson, Grand Chancellor  
Women of the Moose  
155 S. International Drive  
Mooseheart, IL 60539-1182