

2024 International Moose Legion Conference Valley Forge Membership Production and Retention Report

Slide 1: (Steve) Opening Slide

Good morning and welcome to everyone here to this first informational session of the 2024 conference. It is great to see everyone here this morning. First, I want to say thank you again for the successful membership year finishing with a plus for 2023-2024. We are going to need everyone's help if we are going to complete 2024-2025 with another membership gain.

Slide 2: (Steve) Membership Numbers

- As of September 30th, the Moose legion active membership was at 53,128,
- That is down by 344 members from April 30th, 2024,
- However, this is only 10 members less than September 30th, 2023.
- Reported applications through September 30th were 2,723
- That's down 216 compared with September 30th, 2023.

Slide 3: (Steve) Quota Busters

As of September 30, we had 2 jurisdictions make their 2024-2025 application quota goal.

- Congratulations to McKinley #34 who made it on 7/22/24
- And Yucca #167 for making it on 8/31/24.

At end of year 2023-2024 we had 45.5% of jurisdictions that made their application quotas.

Key Club

- Congratulations to the 15 Jurisdictions that have achieved Director Key Club status as of September 30th.
- In the same time period 52 individuals have earned the Ambassador Key Club.

We finished 2023-2024 with 46.1% of jurisdictions achieving key club status. Let's set a goal to push both application Quota Goals and Directors Key Club well past the 50% mark this year.

Slide 4: (Brian) Retention Numbers

- As of September 30th, 2024, our retention rate was at 74.2%. This rate is 10.1% lower than the 84.3% that we had on April 30th, 2024. Good news is we are doing better compared to September 30th, 2023, by 0.4%
- We have 2 jurisdictions tied for the highest retention rate at 90.9%. Wow that is certainly getting the job done. Sadly, on the other end the lowest jurisdiction was at 44.9%. (Note) We had 2 jurisdictions that were below 50%, this is an area in need of improvement to finish the year off successfully.

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Slide 5: (Brian) Building Membership

So, what can we do to build our active membership.

- The Lodge moose legion committee is a great way to build membership. An active committee with well-planned events can attract lodge members to join the Moose Legion. When lodge members see these great events, they want to be able to be a part of the activities. This in turn not only builds our Moose Legion, but it also strengthens the lodge by adding more value to your membership.
- Does your Moose Legion have its own campaign? Local jurisdictional membership campaigns are a good tool you can use to help increase your membership. You can tailor these campaigns to what works best in your area, helping them to become even more effective.
- Having celebrations that are fun as well as informative can attract new members as well as keeping current members and also increases the value of your membership. This will help to build attendance making stronger your jurisdiction stronger witch makes the Moose a stronger fraternity.
- Having an active retention committee keeps your members current. If our members are keeping their dues current our active membership will build faster. Rember while the Jr Past President chairs this committee he does not need to be the only member. You can also utilize your Lodge Moose Legion Committees to assist in your retention efforts.
- We all have very busy lives, and it seems like they only get busier. The use of Mini Celebrations will help with getting new members whose busy lives have kept them from being able to make jurisdictional celebrations. As of September 30th, we had 2,153 applications accepted in LCL that have not been enrolled. The Mini Celebration is another way we can confer new members so they can be enrolled. Follow chapter 24.5 in the Code of Rules so you can do them correctly.

Slide 6: (Brian) Closing Remarks

We would like to say thank you to all ritualists who have entered the ritual competition and wish you all the best when is your turn to take the floor. Thank you to everyone for attending. Enjoy the rest of the conference and have safe travel when you head back home.

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Respectfully submitted,

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Brian Weaver IMLC Membership Retention