

2011

MEMBERSHIP RETENTION

Session Length: 50 Minutes

Learning objectives:

- To enhance our members understanding of retaining our members
- To break down such a large subject into an easy to remember format

Required Materials:

- Power Point presentation file
- Flipchart
- Easel
- Marker



Page 1	SLIDE 1	TRAINER PREPARATION
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Introduction

3-5 Minutes

Membership retention is an important subject when it comes to running a successful organization. It's especially important, however, in our organization. We continually induct new members each year and we work to retain the ones we have. The problem many of our lodges face though is the sash and dash. This is a daunting issue that at first may seem overwhelming, but since we now know the problem we have an opportunity to find the solution. During this session we will outline and explain three initiatives that we as an order can do to alleviate dwindling numbers and the sash and dash. Those three initiatives include Brotherhood, Quality, and Leadership.

Page 2	Trainer Tip: This is a session that many of our members are interested in, so be excited and remember to put the content in your own words. Make it as easy to understand as possible, because this material will help them in the future.
SLIDE 2	

These four initiatives stem from the 2010 National Committee brainstorming session held in Dallas, TX. The governing body of the Order understood then the type of challenge we all faced. This session is a direct result of those national discussions and it is a tool for us all to use in the continual struggle to increase and retain our membership. So, let's get started.

SESSION NARRATIVE

Initiative #1: Brotherhood

10-15 Minutes

Our Order is known for being a Brotherhood of Cheerful Service. Unfortunately though, sometimes that first word "Brotherhood" is overlooked. Many lodges tend to focus on mostly service, and while that is important, we cannot forget about the B-word. As it does come first in our obligation, we must respect it and put it at the forefront of all we do.

Discussion Question:

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So to truly understand and even re-discover our first ideal, let me ask all of you, what does Brotherhood mean to you?

Expected Answers: fun, coming together, reason for coming back, excitement

Well, we came up with a great list, and I couldn't agree more. Now that we understand what Brotherhood is, how can we work to incorporate it into our program?

The answer is a little more difficult than just "Fun." We need to look at what our members like to do, and what makes them tick. Past Membership Retention sessions have only generally explained what we can do as leaders to keep people coming back. This session is different in that we specifically want to make things fun for this new age.

There are two ways we can incorporate fun into our program: at meetings and at events. *(Run through list below and briefly explain each)*

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Events

Meetings

- | | |
|--|---|
| <ul style="list-style-type: none"> -Video game tournament -Minigolf -Bowling -Have 10 a year once a month -Copes Courses -Ultimate Frisbee tournament -Lock in -Movie -Lodge Conclave (weekend event like conclave only scaled down to lodge level) | <ul style="list-style-type: none"> -Make them virtual (Conference Calls,etc) -Give them a theme -Provide food -Hold annual picnic -Use media (PowerPoint, Videos, etc) |
|--|---|

These are just some of the many ideas you can use to regenerate the fun that keeps people coming back to your lodge events and meetings. The key to incorporating brotherhood into our program more effectively is our innovation.

Initiative #2: Leadership

5-7 Minutes

Alright, now that we understand the first initiative, let's take a look at the second, Leadership.

This initiative deals with the method of retaining people through leadership positions. The idea being that if we give people positions they almost have to keep coming back. But these days, that isn't always the answer. QUESTION: how many of you have ever experience a person in a position miss just about every meeting or event during the year? (ANSWER: all hands should go up.)

Well, this initiative is going to cover possible solutions to that problem. We need to make the commitment of being a leader easier. Today, our youth have so many different things going on that most times they shy away from being a leader in the OA. If we can make that commitment easier, then maybe they will take that first step.

This commitment will hinge on one strategy: Going Virtual

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First, on the lodge level we must try 50/50 meetings. That means that we meet in person 50% of the time and we meet virtually the other 50% of the time.

Second, we need to use technology to our advantage. Some examples include:

- Texting communications
- Wiggio.com (an organizational website)
- Doodle.com (a scheduling tool)
- Conference Calls (FreeConferenceCall.com)

When we use the tools we have around us to make commitment easier not only for potential leaders, but also ourselves, then we will be successful.

Initiative #3: Quality

8-11 Minutes

Now, when we talk about our third initiative, we need to realize that our efforts play a big part in its implementation. If you think about why people come back; yes fun is important (Brotherhood), and being a part of its planning is as well (Leadership), but making sure it's a Quality event is really key. Quality implies that you're getting something out of it, in other words, it's worth the time and money to attend. That's exactly how we want our members to feel, like it was worth it to go to this year's winter banquet or lodge service weekend.

A quality event starts with a PLAN. **Question:** But what sort of things help us to plan?

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Expected Answers: Backdaters, Budgets, Dividing and conquering on lodge roster calls (attendance/promotion plans), scheduled emails, scheduled meetings, technology, past experiences, or Evaluations

Trainer Tip: Be sure to touch on the expected answers that weren't said in the discussion. We want people to really understand ways to promote and not only get people to an event but also to make sure it is planned well. If you explain each of these, they will have a solid foundation on how to reach such quality.

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Now that we see what tools we can use to plan an event, what makes it actually quality?

Well, there is an acronym that will help us out with this question; it's called the **PARTS** of Quality.

P- Planned: You want to use the tools listed above to make sure your events/meetings are planned well. Having everything planned makes an event that much more successful before hand. The rest of this acronym relies heavily upon this first part, but without plans the "ARTS" wouldn't come to life.

A- Attendance: You cannot have an event with out people in attendance. Therefore, promotions are extremely important to make sure all of your planning doesn't go to waste. It's a team effort when it comes to promotions.

R- Resources: Getting people to an event is great, but you need the items necessary for running the program too. So you need the food, the housing, the tools for service projects, the name tags, etc.

T- Timed: Staying organized stems from having a good plan. Putting together an agenda for every event/meeting and following it closing helps you to make sure your plan gets implemented.

S- Systematic: You need to strategically think about everything in the program. Essentially, you as leaders need to see the whole picture and make sure it can all happens. You need to see the “PARTS.”

The PARTS of quality are a great tool for us to use, but unless we strive to achieve each PART, we cannot be Successful. The result that is quality doesn't come easy, but if you are willing to work hard, you can all achieve it.

SESSION SUMMARY

Conclusion

1-3 Minutes

Membership Retention is what helps an organization like ours be so successful. It is always at the forefront of what we do and now these three initiatives of Brotherhood, Quality, and Leadership are helping us travel into the future. To solve the problem of the sash and dash takes an innovative solution. But it also takes the support of all of those involved. I wish you luck on your Membership Retention efforts, and hope that today's program has helped spark some ideas on how to be successful. Thank you for your attention, are there any questions?

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APPENDIX: FLIPCHART SUGGESTIONS

The following is a recommended list of flip chart pages that can be used for visual presentation.

Membership Retention 2011: CTI

Your Name

Page **1**

Four Initiatives

Brotherhood
Leadership
Quality

Page **2**

What Does Brotherhood mean to you?

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What sort of things help us to plan?

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PARTS of Quality

P- Plan
A- Attendance
R- Resources
T- Timed
S- Systematic

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APPENDIX: POWERPOINT SLIDES

The following is a list of PowerPoint slides that should be used for visual presentation.

