

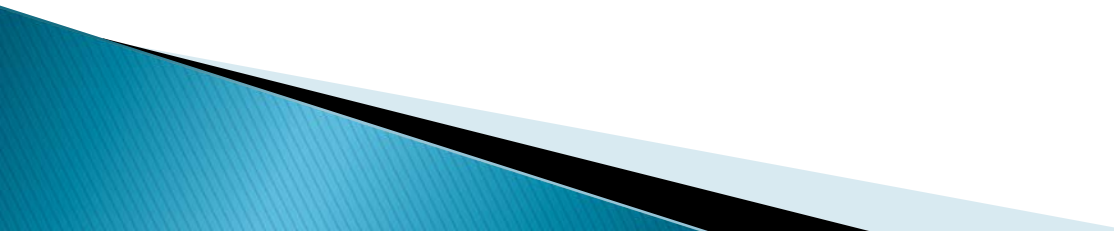
# Membership Retention

by

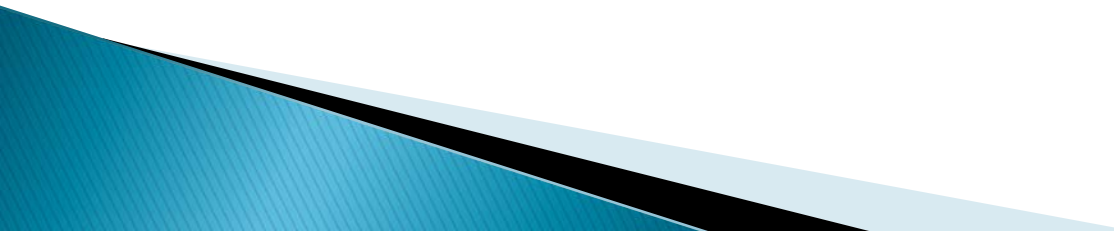
Membership Director  
Life Member  
Tony Foggetti



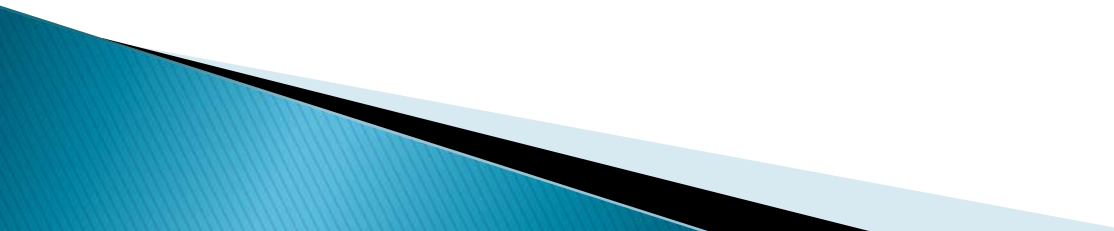
# Why is retention so important?

- ▶ Membership recruitment is only half the battle. Now that you have new members we must find ways to retain them. Membership retention is a continuing effort – all members of Kin should be actively participating.
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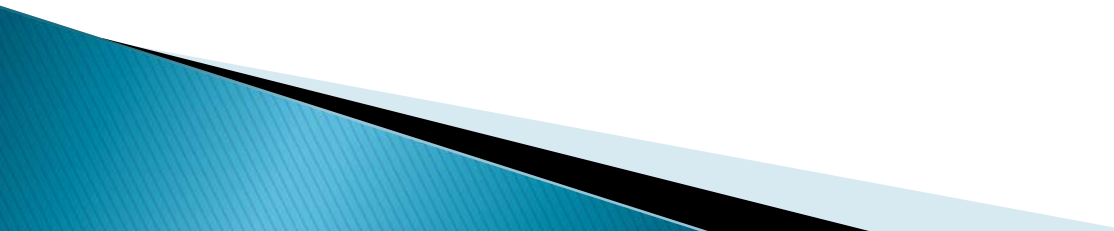
# Why is retention so important?

- ▶ The heart and backbone of a healthy membership association is involvement.
  - ▶ Retaining members is a key performance indicator of how well we are meeting the needs of our members.
  - ▶ It is important to take the time to recognise member involvement, particularly from volunteers.
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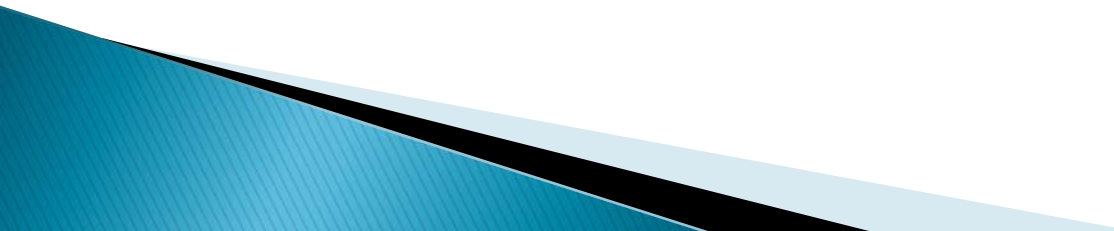
# Why is retention so important?

- ▶ If this is not happening, there must be a program in place to encourage participation.
  - ▶ The president, working with the vice president of membership and fellowship chair, should talk to Kin members who are not coming to events.
  - ▶ Finding out why they are not participating (schedule conflicts? uninteresting projects? personal problems?) is the most important step to bringing them back by resolving issues., no matter how small.
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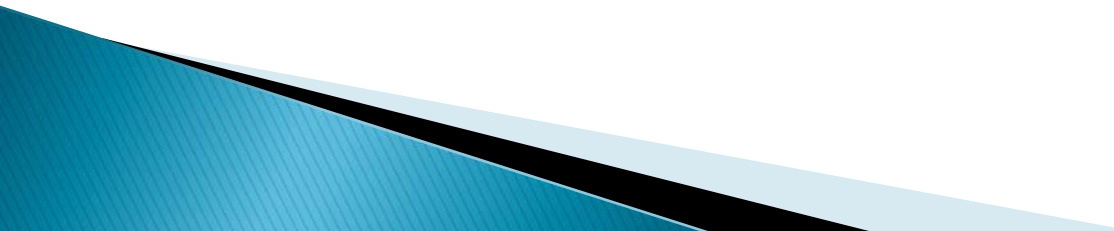
# Why is retention so important?

- ▶ Attempt to schedule events when the maximum number of people can attend.
  - ▶ However, do not postpone an event indefinitely just because some people cannot attend.
  - ▶ The Kin Club should be holding regular service and fellowship events and canceling these will cause more problems with retention than holding them without some people being able to be present.
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# Why is retention so important?

- ▶ **Recognise members** from an informal simple handwritten thank you note.
  - ▶ Recognise their involvement, both active or passive, in ways that will encourage them to move up the ladder of involvement in your club and in our organization.
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# Why is retention so important?

- ▶ There are reasons why we are losing members that we could retain?
  - ▶ Conducting member exit research will start to tell you why we are losing member.
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# Why is retention so important?

## ▶ *Six Retention Ideas*

- ▶ **INFORM** Kin of Kin National programs and a club profile outlining the club's service efforts.
- ▶ **INVITE** a prospective member with a personal visit by the proposer and a member of the club's membership committee. point of contact after being accepted into the club. During the visit, the prospective member should hear a description of Community service efforts and successes.
- ▶ Kin emphasis on high standards of character and integrity
- ▶ Kin attendance requirements and the club's dues structure
- ▶ Kin extending the invitation must be well prepared and should consider ahead of time the personal interests and abilities of the prospective member in order to highlight areas of potential

# Why is retention so important?

**INDUCT** new members in a dignified and meaningful manner. If possible, a spouse might attend. The induction ceremony should be used as an opportunity to underscore the benefits and responsibilities of being a Kin.

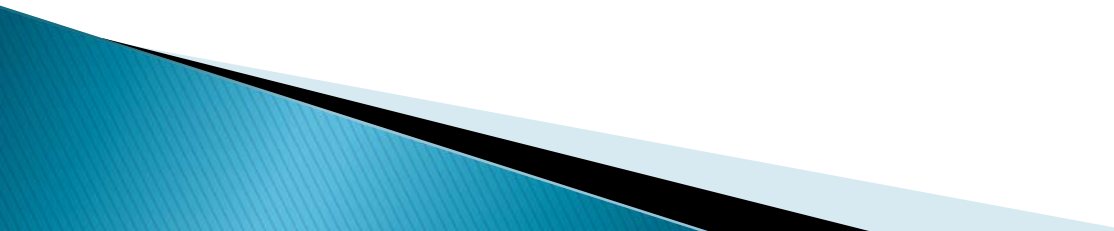
A new member should be provided with:

- ▶ A KIN pin
- ▶ A copy of the club bulletin
- ▶ During the ceremony, the new member might give a five minute talk about themselves, their business and families.
- ▶ After ceremony club stands and applauds the new member and then the entire club lines up to shake the new member's hand.

# Why is retention so important?

Consider periodic meetings between new members and the governor's group representative, along with new member forums at the district conference.

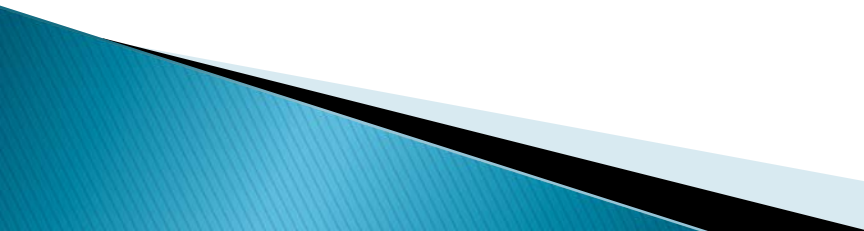
Consider scheduling the formal orientation programs in several sessions to enhance retention of information



# Why is retention so important?

## Member Retention Tips

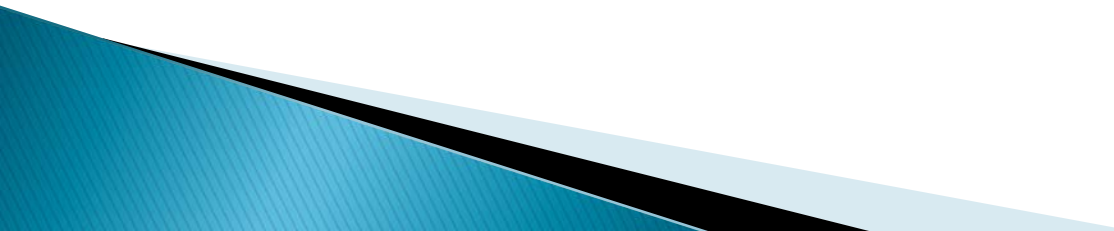
With the traditional welcome letter, send members a "thank you" note.

- ▶ When using testimonials, include some from members who aren't active in the Section, but still feel membership is valuable.
  - ▶ Identify and recognize members with the most tenure.
  - ▶ Identify at least four specific contacts to make with first-year members that are above and beyond the norm.
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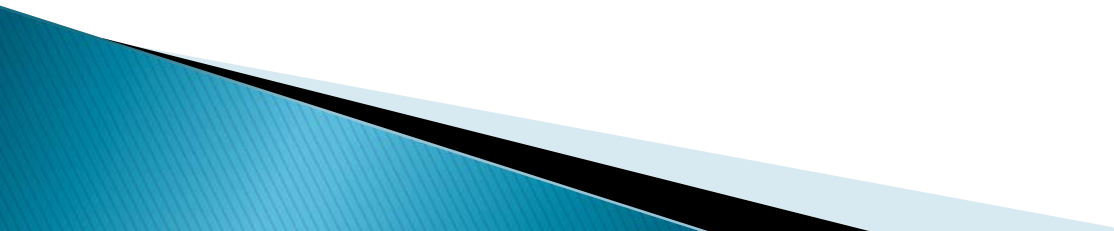
# Why is retention so important?

- ▶ Institute a "thank you" column in your Section newsletter and Web site to recognize members for involvement and leadership.

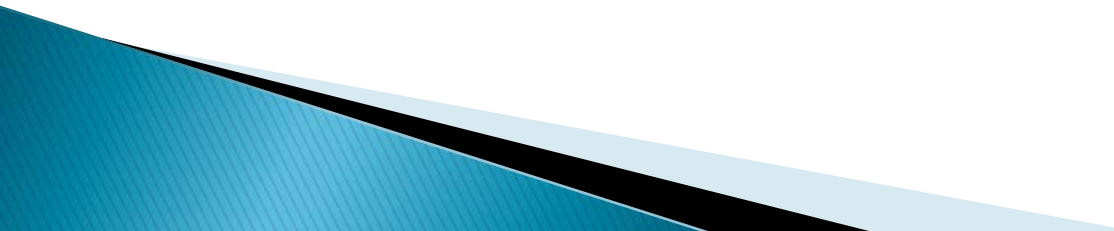
# Why is retention so important?

- ▶ **EDUCATE KIN.**
  - ▶ Most members leave our ranks because they were never really Kin in the first place. An argument can be made that 80% of a club's membership know very little about Kin. Education can come about it two ways:
  - ▶ Attend new member orientation meeting(s)
- 

# Why is retention so important?

- ▶ Attend one or more of the following club functions:
    - ▶ Fellowship activity
    - ▶ Committee meeting
    - ▶ Project activity
- 

# Why is retention so important?

- ▶ **Complete one or more of the following tasks:**
  - ▶ Serve as a greeter at a club meeting.
  - ▶ Give a classification talk at a club meeting
  - ▶ Participate in a club service project.
  - ▶ Make-up a meeting at another club.
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# Why is retention so important?

- ▶ Expand Kin to others
- ▶ Invite a guest to Kin  
Propose a new member

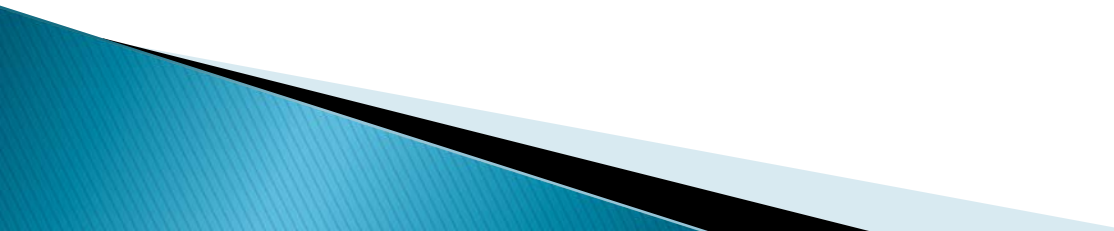
Choose a committee on which you would like to serve.

# Why is retention so important?

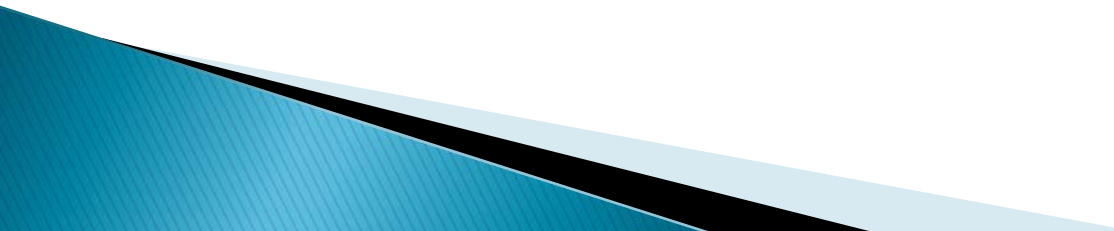
- ▶ **INVOLVE**

- ▶ club committees, club fund raisers, club meetings, club social activities, etc. There is nothing sadder in KIN than to find a letter of resignation because a member didn't feel "a part" of the club. Some methods of getting members involved in the affairs and activities of the club include:
  - ▶ help members get acquainted with each other and some of the club's more experienced Kin. Hold an information program for members. Assign a member to introduce a guest speaker. Ask the member – especially the younger ones – to find two or three other new members from among his/her peer group. When one "sells" the KIN idea to one's friends, the member himself/herself becomes stronger and more enthused about KIN. We therefore address both the need for retention and the challenge of membership growth and age reduction.

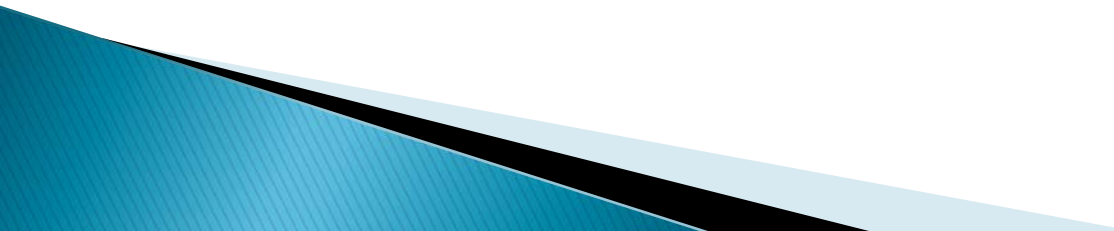
# Why is retention so important?

- ▶ In all of this, many clubs find it wise to involve the new member's sponsor. The sponsor keeps close contact with the new member until the new member is truly involved in the club.
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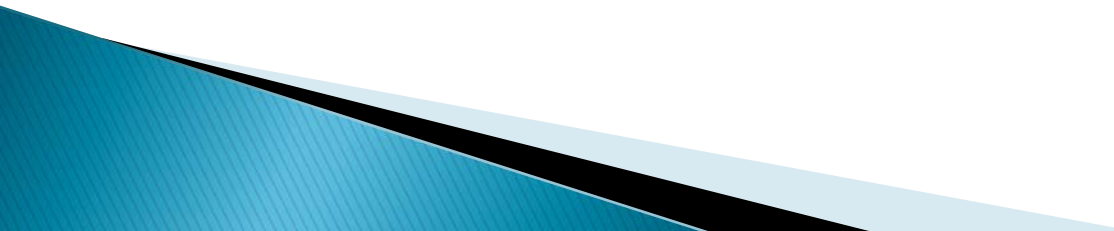
# Why is retention so important?

- ▶ Keep experienced members active through targeted involvement.
  - ▶ During Section functions, suggest that officers look for new members and spend some time with them.
  - ▶ When a new member joins, e-mail congratulations from a Zone or District leader or even from other clubs.
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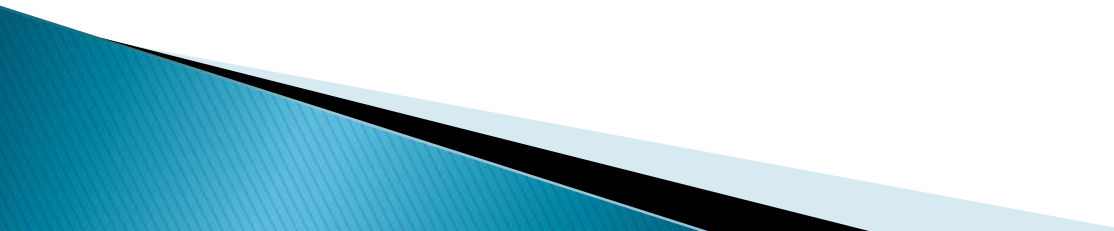
# Why is retention so important?

- ▶ Increase meeting attendance by featuring speakers or other activities to keep members involved.
  - ▶ List new members on the District Web site.
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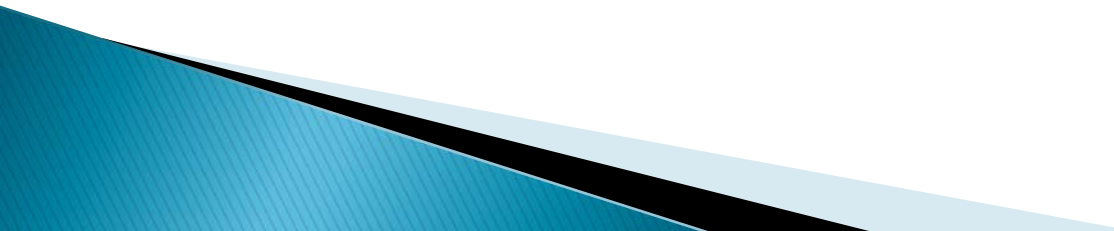
# Why is retention so important?

- ▶ Ideas for increasing member retention:
  - ▶ Make Kin fun.
  - ▶ Travel together to club meetings and projects – or take a club trip together.
  - ▶ Form a hiking fellowship to get active outside of weekly meetings.
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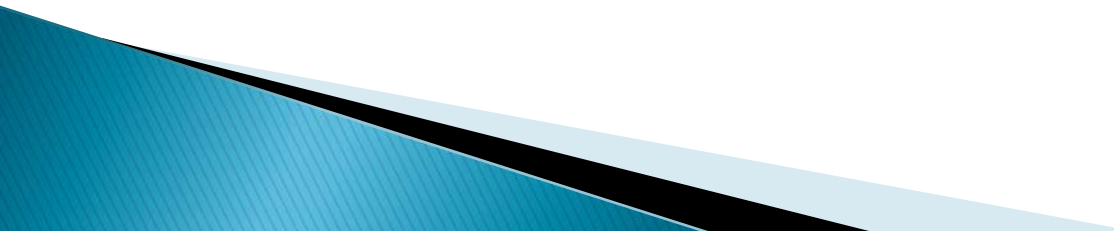
# Why is retention so important?

- ▶ Go out to Sunday brunch with a group of members.
  - ▶ Find out what gets a member excited about Kin.
  - ▶ Do a hands-on project instead of the regular meeting once a month.
- 

# Why is retention so important?

- ▶ Identify a signature project -- one the club is known for throughout the community.
  - ▶ Create a mentor committee, and offer three-year mentoring to new members.
  - ▶ Develop a buddy system, pairing up a new member with an existing member.
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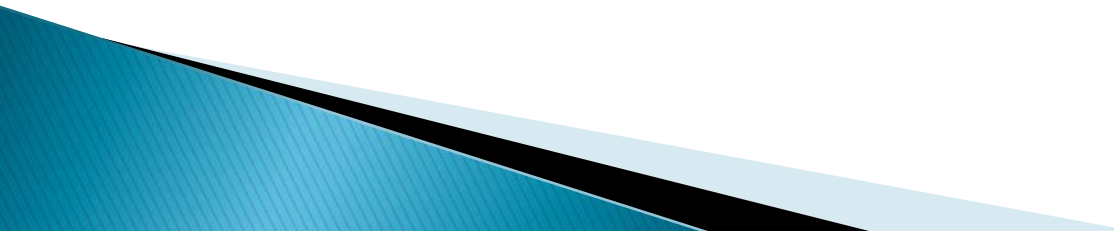
# Why is retention so important?

- ▶ Plan outings to involve Kin and their families.
  - ▶ Invite families to club meetings.
  - ▶ Promote the practice of younger members introducing other younger members.
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# Why is retention so important?

- ▶ Organize a New Generations club to target younger professionals.

# Membership Retention in Hard Times

- ▶ *With tough times ahead, associations need to do all they can to keep their membership growing.*
  - ▶ Listening to members is clearly a good start
  - ▶ Relationship building is also front and center when it comes to retaining members
- 

# Membership Retention in Hard Times

- ▶ Whether large or small, national or regional, the key to retaining members for any association always seems to come back to a couple of basic premises:
- ▶ **Stay in tune to member needs and take the time to learn and listen. “It’s going that extra mile that is going to keep them.”**