



ELEMENTS OF MEMBERSHIP RETENTION

Quality Programs

1. Are your meetings pleasant? Try to have more than Ritual and business. Relax, have some fun time at each meeting, enjoy and laugh together. Include brief entertainment and/or speakers on occasions.
2. Get your own members involved in the meetings. You may find your own members have talents you never realized -members who can talk about their hobbies, trips, show slides or demonstrate crafts, etc.
3. Have special nights to recognize officers, 25-or 50-year members, friendship nights, youth nights, a local individual or organization that does good work, etc.

Quality Leadership

1. Do you start your meetings on time and finish at a reasonable hour, especially if members have come a long distance? Respect your members by conducting efficient meetings.
2. Be sure that members, officers and visitors are greeted in a friendly manner and that they are made to feel welcome at Chapter meetings. One of our important messages is to "love one another" and we convey this through our actions and words each time we meet.
3. Ensure your Sunshine/Cheer committee keeps in touch with members too ill to attend the meetings, or who are unable to attend due to personal circumstances, including "snow birds" and others living out of the area.
4. Recognize individuals in your Chapter who make a difference at your meetings -applaud your Organist, thank the member who sets up the Chapter, etc. Occasionally acknowledge your appreciation for other deeds under "Good of the Order"
5. Share in your members' joys as well as concerns. Allow time at each meeting for members to share good news with the Chapter.

Effective Communication

1. Keep lines of communication open. If your members feel they can freely ask questions or voice concerns, they will more likely remain in the group with a positive attitude.
2. Have a Chapter newsletter that notifies members of upcoming events as well as accomplishments of the Chapter and its members. Where possible, send the newsletter via email to save postage costs.
3. Utilize the business portion of your meeting to keep members informed of upcoming events as well as recapping events that have happened.
4. Send a letter with your dues notices enumerating the past year's accomplishments, and inviting all members to participate in the Chapter's activities and success.

GREAT IDEAS FOR RETAINING & REVIVING MEMBERS

- Have FUN meetings
- Respect the ritual
- Call members when they are absent
- Re-invite inactive members
- Put the member on the agenda
- Make them feel important
- Recognize each member sometime
- Get members working on a goal during the year
- Talk up the benefits of Eastern Star
- Reward achievements
- Start a mentor program
- Theme meetings
- Be an audience
- Find out the individual needs of each member
- Treat everyone with dignity and respect
- Have an OES educational session
- Have a mystery night
- Attend AMI (All Members' Instructional)
- Encourage growth
- Maintain a non-threatening atmosphere
- Guest speakers at the meetings
- Social activities
- Thank you notes for special jobs
- Lively meetings
- Allow time for everyone to participate
- Have a mix of topics for meetings
- Maintain regular email or phone contact
- Follow the agenda
- Share the load
- Conduct member interest survey
- Focus on POSITIVE feedback
- Promote Grand Chapter awards programs
- Ensure all members active to their level of comfort
- Break up the routine
- Encourage attendance at Grand Chapter
- Encourage visiting other chapters
- Plan ahead
- Have a backwards meeting
- Brainstorming session
- Positive and encouraging environment
- Send out postcards
- Hospitality committee at each meeting to welcome members and visitors
- Partner up members for projects
- Encourage learning ritual work
- Ask their opinion
- Each member writes down goals for the chapter; take each goal seriously
- Refreshments before or after the meeting
- Car pool for members
- Timely meetings
- Monthly or quarterly newsletter
- Celebrate birthdays
- Recognize achievement
- Talk about the next meeting and psyche up the members
- Get Well & Thinking of You cards
- Do things as a "team"
- Elect strong officers
- Call inactive members prior to meeting, and offer them a ride
- Tell inactive members that you miss them and want them to attend
- Design meetings that members want to attend
- Encourage commitment
- Solve conflict promptly and fairly
- Motivate and teach
- Get them involved
- Praise them
- Individual name tags
- Speak to members personally
- Recognize progress
- Make friendships
- Senior members set good example
- Be more open to new ideas
- Comfortable meetings
- LISTEN
- Use each member's specific skills
- Be warm and SMILE
- Get to know each member individually
- Learn to laugh
- Create welcoming atmosphere
- Delegate to members
- Well organized meetings
- Show that you care
- Continuity
- Give the members responsibility
- Don't pressure new members