

MINING YOUR ROSTER and INVOLVING YOUR MEMBERS




California Eastern Star
2014 Membership Committee

“Mining” a Roster?

- To dig or remove (ores, coal, etc.) from the earth
- To undermine or ruin slowly by secret methods, plotting, etc.
- To extract from a source
 - information *mined* from the files

What Items are in a Roster?

- Member names, addresses, phone numbers, emails, birthdays
- Current Officers
- Committees
- Past Matrons/Patrons
- Calendar
- Rob Morris Recipients
- 50 Year Members
- Special Events
- WGM/WGP emblems, theme, etc
- Standing Rules
- Chapter Info



**HOW CAN WE USE
THESE NUGGETS
OF INFORMATION?**

Our MINING PLAN



- WHO
- WHAT
- WHEN
- WHERE
- WHY
- HOW

WHO will use the Roster Info?

- Line Officers
- Membership Committee
- Chapter Service Club
- Past Matrons and Patrons Club
- Communications Committee

PLUS –

- Members who want to help our Chapter grow



WHAT Do We Do Now?

ANALYZE

- Zip code
- Age
- Profession
- Retired
- Student
- Service to Chapter
- Youth group service
- Shut in
- Housebound
- Active at Chapter
- Lodge affiliation



WHAT Do We Do Now?

ANALYZE

- Examine the **Attendance Register**
 - Who has not attended chapter for 3 or 5 years?
 - Who has only been there once or twice?
 - Who comes only on special occasions?
 - Who attends regularly?
 - Who used to attend regularly and now doesn't?

WHEN & WHERE

Do We Do This?

- Refreshment time before/after a meeting
- Service Club Meeting
- Membership Committee Meeting
- Informal Get-together



Mining & Dividing the Roster

- Have members bring their roster
- Review the roster for information
- Highlight/color code members
- Assign members
 - By page, by interest, by zip code, etc
 - By personal relationship



The ASSIGNMENT

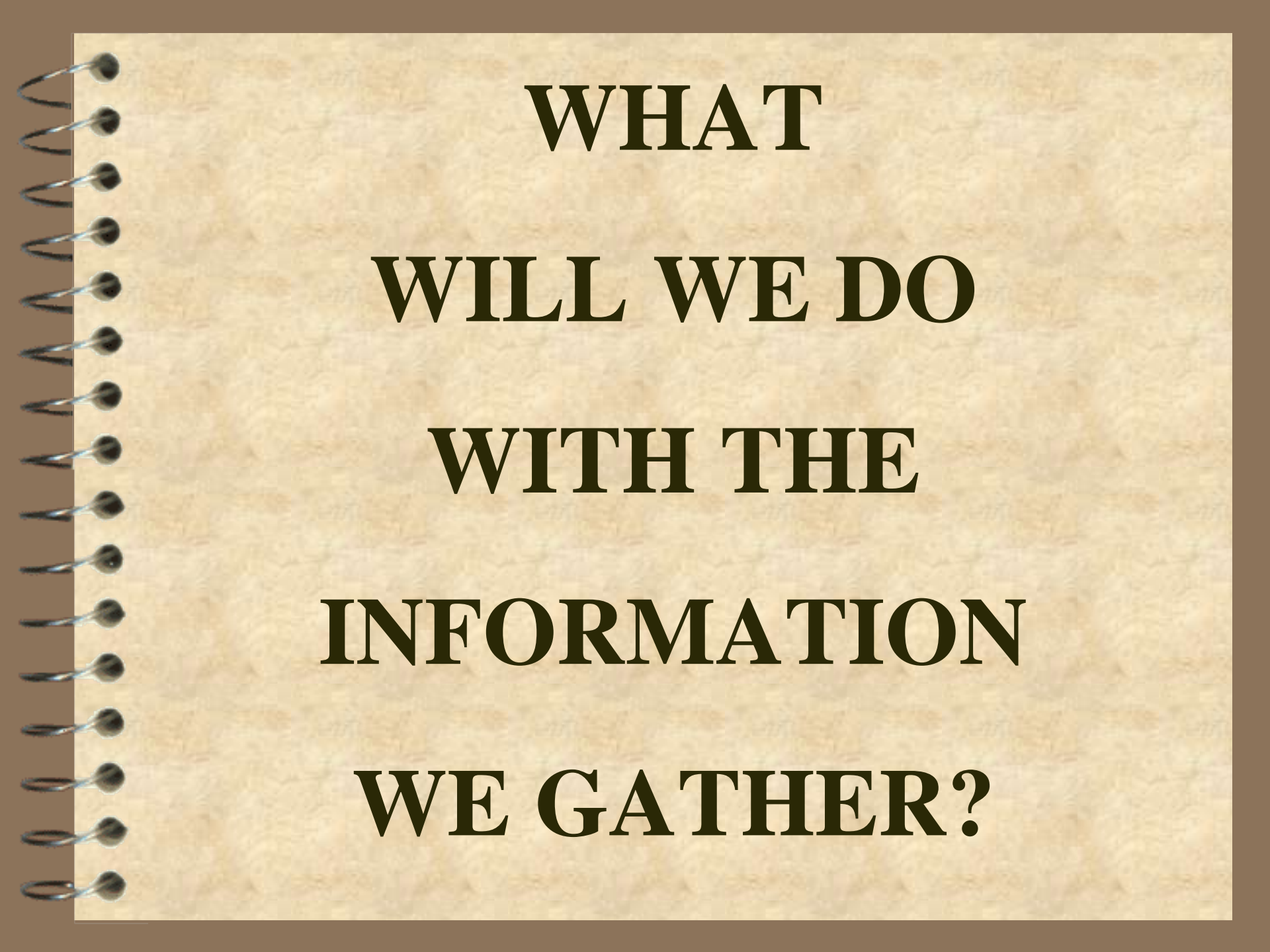
- Contact each member of the chapter
- Timeline; deadline for report-back
- Give your members the tools to do the job well
 - Training
 - Support



WHY?

- Let's get the members active again
- Our Chapter has something to offer
 - Fraternalism
 - Outreach
 - Community Service
 - Family & Friendship
- >What are they missing by not being here?



A spiral-bound notebook with a light brown, textured cover. The spiral binding is on the left side. The text is centered on the cover in a bold, black, serif font.

**WHAT
WILL WE DO
WITH THE
INFORMATION
WE GATHER?**

The Follow-up: Revitalizing the Members

- Special Activity
- Transportation Committee
- Child Care at meetings
- Flexibility on types of Chapter activities
- Outreach Services
- Ongoing communication/new friendships

**CALLING
PEOPLE
I DON'T
REALLY
KNOW?!?!?!?!?**



Call Tools and Support

- Script for the call
- Form to record the info
- Support of the Line Officers & Membership Committee
- Send out notice of call (email, postcard)



Prepare for the Call

1. Plan

- What trying to accomplish?
- Have events, dates, times ready to share
- Choose a good time
- Call from a quiet location
- Focus on the call
- Use the form to record your notes

Prepare for the Call

2. Have a smile on your face. Be UPBEAT.
3. Identify yourself mention Chapter name during introduction.
4. Be sincere. Be yourself.
5. Listen to their responses
 - Clarify if needed.



Prepare for the Call

6. Don't keep them too long.
7. When ending, be sincere.
 - Great to talk to you!
 - Offer a ride to chapter
 - Ask to update roster information (email, etc.)
 - "Here's what I will do for you..."
8. Give them your phone number.
9. End the call.
10. Write notes and share appropriately.

What Will We Talk About?

- “I see you’ve been a member of our chapter for ____ years/quite some time, etc.”
- How are you?
 - How’s your family?
- Have you been getting the Chapter newsletter?



What Will We Talk About?

- “We’ve been having a great time in Chapter”
 - Meetings
 - Activities
 - Community Service
 - Charitable Projects
- What are your interests in Chapter?



What Will We Talk About?

- We are making an effort to reach out to our members.
- What might increase your interest to return to Chapter meetings or activities?
- Do you have some interests that we could bring to chapter?

What Will We Talk About?

- How can the chapter help you?
- I would like to offer to

 - Arrange transportation
 - Visit or have other members visit
 - Bring up the idea of having childcare at Chapter

- Thank you for your time!
- My number/email address is _____

“One ringy-dingy.....



Two ringy-dingy...”

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