



# Alberta ELKS Association 2019 AGM

MEMBERSHIP RETENTION

# Strategic Initiatives

## 4 Areas highlighted during the Mid Term Meeting

- ▶ Define Role of Association
  - ▶ Communication
  - ▶ Member Retention
- ▶ Sustainability and Relevance

# Membership Retention

- ▶ Areas that were discussed
  - ▶ Elevator Speech
  - ▶ Retention Plan and Template
  - ▶ Lodge Project Information
  - ▶ Retention Target
  - ▶ DD and Liaison Reporting

# Membership Retention

- ▶ What is meant by member Retention?
- ▶ Ideas for Retention

# A failure to plan is a plan to fail

- ▶ This is your document – to help you maintain your members
- ▶ It's a living document which means its going to change year over year
  - ▶ Some ideas did not work so well. Some may need a tweak or two while others worked well and should be expanded. Others we simply did not get to – live sometime gets in the way of ELKS
- ▶ It's a planning document. And we all know how hard planning is and how its even harder to keep to the plan and stay on track.
  - ▶ The document has task, start and end dates, and who is responsible for the task. They are there to help keep us all on track.

# The Plan

## Who

- ▶ Primary responsibility will fall on the shoulders of your Membership Committee so make sure you have a good one.
  - ▶ Membership Chairmen
  - ▶ ER
  - ▶ Publicity Chairmen
  - ▶ Leading Knight
  - ▶ 2 or 3 other members
- ▶ Your looking for a balance – as many ideas and views as possible without making the committee overly large
- ▶ In the end its up to you and your lodge – whatever works best for you

# Plan Sections

- ▶ Member Recognition
  - ▶ What do you have in place to recognise the time and effort members give to your lodge?
- ▶ Member Contact
  - ▶ How are you going to maintain contact with members who may not be 'meeting goers' or who simply can not attend?
- ▶ Membership Dues
  - ▶ What do you have in place to encourage members to continue to pay their membership affiliation fees?
- ▶ Project Involvement
  - ▶ What Project involvement opportunities do you have for your members and how can you get and keep them involved?
- ▶ Meeting Management
  - ▶ What are you doing to keep your meeting as interesting and inclusive as possible?

# Plan Sections

- ▶ Not all of the Plan Sections may apply to your Lodge
  - ▶ If they do not apply – do not use them
- ▶ If you've identified sections that we have missed add them
- ▶ You do need to select 2 or 3 each year to work on

# Plan Ideas

- ▶ So what might one section look like for a Lodge
- ▶ Lets look at Member Contact as an example

# Member Contact

Task	Start	End	Assigned To	Results
Review membership list and identify members that have not been involved over the last 12 months	Sept	Sept	Membership Committee	
Of those identified divide list up so that 2 or 3 are called each month. Call is a 'friendly' how are you doing call and to update contact information (email address) and preferred contact option (mail, email, phone call).	Sept	June	Membership Committee	

# Member Contact

Task	Start	End	Assigned To	Results
Have members review contact information and update as needed	Sept	Sept	Membership Committee	
Membership contact list is updated and distributed to members	Sept	Oct.	Secretary	
Develop a process to send meeting reminders to all members 7 days prior to meeting. Email should advise of anything special about the meeting (DD official visit, supper meeting, guest speaker etc.)	Sept	June	Membership Committee	

# The Plan

- ▶ For those of you who attend our AGM last year in Fort Saskatchewan the idea of the need for a membership retention plan was introduced
- ▶ My intent today was to introduce you to the planning document
  - ▶ You can find examples of ideas for the other sections on our web site.
- ▶ I also wanted to let you know that at your spring District Meeting you will be asked to present your plan
  - ▶ Why – to share ideas and successes
  - ▶ Why – to help make Membership Retention part of what we do

# Stop the Bleed

- ▶ Membership Retention is about stopping the bleed
- ▶ We are losing members faster than we can bring them in.
- ▶ Your Alberta Association – this Executive is the first to make a concerted effort to address the bleed
- ▶ We are asking you on bended knees to get behind the idea and try it. Try it out – tell us what worked, what didn't and what we need to change.
- ▶ We all need to come together and work as one to stop the bleed.

# Thank You

- ▶ We all want to see our Order flourish and grow.
- ▶ By focusing on Membership Retention you will be taking a step towards that goal

**OR**

You can do what has happened so many times in the past listen politely, go home, do nothing and allow the bleed to continue

Its your order, its your choice – Be **ELKS Proud** and try and do something about the bleed