

Alberta ELKS Association Membership Retention



Why do we need a Retention Target?

1. Helps keep us all focused and on the same page
2. Allows each lodge a way to measure and report on their progress
3. Allows the Association to measure and report on our progress

Our target

95% Retention Rate of Members

- We would love a 100% retention rate but we know that is not realistic
- We tried to based the target on things that a lodge has influence over
 - A lodge has no control over things like
 - Deaths
 - Members moving away
 - Poor health of a member or a loved one.
 - Membership declines for these reasons are excluded
 - We asked Grand Lodge to revise the Affiliation Report so we could easily track loses due to health or moving but were advised that they could not do so. As a result we have updated the DD report to capture this information.

95% Retention Rate of Members

- If a member resigns it will impact your retention rate.
- If a lodge folds it impacts the Association retention rate as well as the District retention rate.
- Our goal is to set a target that we can all agree to and we can all be held accountable for.

Our target

95% Retention Rate of Members

Is this a goal we can all agree to?