

# **SECOND STEP PROGRAM**

## **GETTING NEW MEMBERS ACTIVE AND INVOLVED**

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**By**  
**Nina Lilienthal-Murphy**

*ELKS CARE ~ ELKS SHARE*

# WELCOME TO THE ELKS SECOND STEP PROGRAM

Novato Elks Lodge No. 2655  
Second Step Program  
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Welcome to the "Second Step" Program, an easy way of getting New Members involved and active in your Lodge. The first step to Elkdom is being Investigated, Indoctrinated and then Initiated. The Second Step is becoming active in your Lodge by either volunteering or participating in events, within the first six (6) weeks of being initiated.

Our Membership Chair, Patrick J. Murphy, heard the words from Grand Lodge at the National Convention in Reno, that we need a program put into place, to stop the "revolving door" in our Lodges, and to get our new members active as soon as possible.

In June 2003, I developed a program to do just that. The program is designed to make the new members feel welcome and be a part of Novato Lodge No. 2655.

The job of the Second Step Chair is to work with new members and the Event Chairs. It is important to find a person who is outgoing and loves people to be your Second Step Chair. As Chair of Second Step, the first thing you do is attend Indoctrination, to introduce yourself and tell the new members that you will be calling them for the next nine (9) months to inform them of the upcoming events in your Lodge. This is their chance to become involved and active and meet a mix of old and new members in your Lodge. The more active you are the more people you meet, the more comfortable you will feel coming into the Lodge and the more fun you will have.

As Chair of Second Step, you will work with the Event Chairs and supply half of their crew or volunteers with "new members". It is up to the Event Chair to supply the other half of the crew with members who have been Elks for nine (9) months or more and have done this job or event before. These "older" members act as the mentors to our new members and literally "show them the way we do things", thus freeing up the Event Chair to do other things. Next year, these new members will then become the mentors.

I have formed a “kit” for the Second Step Chairs and for the Event Chairs, explaining what the duties are for each person. The Second Step Chair should always keep a copy of both forms on hand for your own information. Also is a basic form to be filled out by the Event Chairs, called the “**Second Step Event Form**”, this just helps you out with job duties, times and dates. Feel free to add on to this form if other duties arise. It is important that the Second Step Chair keeps many blank forms on hand for each Event Chair. When working with the Event Chairs, give them a copy of the “Purpose of Second Step, for Event Chairs” and “the Second Step Event Form”; this will help them understand what their jobs are and the information they will need to provide to the Second Step Chair to make their event successful. Another “tool” we use is the “**Interest Slips**” collected at Indoctrination, these help in deciding who would like to do certain jobs. Both of these forms are enclosed for your benefit and are explained in your “kit”. The rest is pretty simple.

Every Lodge has a different number of new members coming in, in one year. Feel free to have a Second Step Committee and share the work with others. When you have months with no events at all, encourage your new members to come in for dinner or lunches, so as to be more familiar with the Lodge. Also, new members are encouraged to “attend” events. This counts as participation in supporting ones Lodge. You don’t always have to be a volunteer.

Second Step is still a “new” program in Elkdom, so feel free to use your imagination in getting new members to volunteer. So far, in the year I have been doing this, I have a 81% involvement rate and you can too. It’s giving your Event Chairs time to get things together, being a friend to the new members and respecting their schedules, and if they can’t volunteer this month, maybe they can next month. Persistence and a good attitude will get you far. Enjoy and if you have any questions, feel free to contact me at the phone number or e-mail address above.

Sincerely,

Nina Lilienthal-Murphy, Developer  
Second Step Program  
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Novato Lodge No. 2655

## INTEREST SLIP

Interest Slip, This is Novato Elks Lodge No. 2655 Interest Slip, It's good to keep it small in appearance. The Interest Slips are handed out at the end of Indoctrination. Make sure to collect all of them from the new members.

Name: \_\_\_\_\_

E-Mail \_\_\_\_\_

Best phone number to reach me at: \_\_\_\_\_

I am interested in being contacted to learn  
More about the following committees

- Americanism
- Athletic
- Blood Drives
- Charity
- Drug Awareness
- Hoop Shoot
- Lodge Activities
- Membership
- Scholarship
- Scouting
- Social Activities
- Veterans
- Youth Projects

## SECOND STEP EVENT FORM

Name of Event: \_\_\_\_\_

Date and Time of Event: \_\_\_\_\_

Location of Event: Lodge \_\_\_\_\_ Other \_\_\_\_\_

Name of Event Chair: \_\_\_\_\_

Chair's Phone # and E-Mail address \_\_\_\_\_

Volunteers Needed for Event, fill in total numbers needed for each position.

**\*NOTE:** Second Step Chair will supply only half of total number of volunteers needed, the Chair of the event is required to supply the other half.

Greeters \_\_\_\_\_

Ticket takers \_\_\_\_\_

Set-up \_\_\_\_\_

Cooks \_\_\_\_\_

Clean-up \_\_\_\_\_

Pull-down \_\_\_\_\_

Other \_\_\_\_\_

List times when volunteers are needed to be working for your Event:

Greeters                      from: \_\_\_\_\_ to: \_\_\_\_\_

Ticket Takers                from: \_\_\_\_\_ to: \_\_\_\_\_

Set-up                         from: \_\_\_\_\_ to: \_\_\_\_\_

Cooks                         from: \_\_\_\_\_ to: \_\_\_\_\_

Clean-up                      from: \_\_\_\_\_ to: \_\_\_\_\_

Pull-down                     from: \_\_\_\_\_ to: \_\_\_\_\_

Other                         from: \_\_\_\_\_ to: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**\*NOTE:** Second Step Chair supplies “new members” to volunteer at events, to work along side with members who have done this event before. It is important to have a mix of old and new members working together, to make this a successful event. Thank you for supplying the experienced members.

# **I - PURPOSE OF SECOND STEP PROGRAM**

## **For Event Chairpersons**

- The Purpose of Second Step is to get new members involved and active in our Lodge. Get them to meet other new members and some older members too. This way, the new members feel comfortable and at ease coming into his/her Lodge. They end up frequenting the Lodge more and their participation in activities goes way up.
- The Second Step Chair provides Event Chairs with half of their crew, consisting of “new members”. This in turn makes it easier for the Event Chair to fill the other half of the crew with older members. Less work for you, plus you end up being more of a supervisor and not having to watch every person, all the time. It helps free up the Event Chair.
- The reason Second Step Chairs start 6-8 weeks in advance of an event, is respect for peoples schedules. Some times it can take up to 1-2 weeks just to get the number’s needed from the Event Chairs. The second reason is, if I can give the new members or any volunteer a good 6 weeks notice, I can get more volunteers and it makes it easier for them to work this event date into their schedules.
- With many events in one month, I offer the new members a choice of what they would like to volunteer for. Many times I get people who volunteer for more then just one event, if contacted early enough.
- It is to your benefit as an Event Chair to work and communicate well with the Second Step Chair, for he/she is aiding you and cutting your work time in half. Feel free to contact the Second Step Chair and let him/her know that your event is coming up in about 8 weeks, so we can get started right away.
- Remember, Second Step Chairs only call “new members” for up to one year, and then they are yours to latch onto.

## **II - HOW THE SECOND STEP PROGRAM WORKS** **for the Event Chairpersons**

- About 6-8 weeks prior to an event, the Second Step Chair will contact the Chair of the upcoming event. If you haven't heard from him/her, call the Second Step Chair right away.
- The Event Chair gets the dates, times, work duties and **total** number of volunteers needed for each crew in his/her event, by submitting the "Second Step Event Form", to the Second Step Chair. This form includes: set up, take down, cooks, servers, dishwashers, greeters, etc.
- Second Step Chair supplies half the crew with **New Members** for each event.
- The Event Chair supplies half the crew with older members, who have hopefully done this event before, to be the mentors, to the new members.
- Once the Second Step Chair has all the information, he/she starts calling up the new members to get them to either volunteer or participate in the event. We call the most recent class of new members first. While calling the new members, I explain the positions needed to be filled.
- Once I have a volunteer to fill the position, the Second Step Chair gives the new member the Event Chair's phone number(s) and tells them that the Event Chair will call you two weeks prior to the event, to touch basis with you. If the Event Chair does not contact the new members 2 weeks prior to the event, then the new member has the Chair's number so they can call him/her to find out any other details of the upcoming event. \*\*Many new members are shy and won't call you, so make the effort to call them.
- 
- **THIS LAST STEP IS A MUST, or you will have many no shows and this will leave the Event Chair high and dry.**
- 
- Once all the positions for an event are filled, the Second Step Chair types up a list of the volunteers with the positions they have volunteered for, along with their phone numbers. I then e-mail/mail the list over to the Event Chair and my job is done.
- After each event, the Second Step Chair contacts the Event Chair and checks to see if all new members who volunteered showed up, and if not, why not and did they call you and tell you in advance? This helps Second Step to find out who are responsible and who we can count on.

### III - SECOND STEP PROGRAM

#### Chairperson Information Sheet

The First Step to Elkdom is when the Candidate files an application, then the Candidate is investigated, indoctrinated and then initiated...that's the First Step.

The Second Step is to get the new members involved and active in their Lodge. We can do this in two ways, by either getting them to volunteer at events or by attending the events.

The Chair of Second Step gets to indoctrination about a half hour prior to it starting and greets and welcomes new members. Offer to buy them a drink and get to know them. You should have met all new incoming members prior to walking into indoctrination.

Once in indoctrination, explain what the "first step is" and what "Second Step" is all about. Tell the new members that the job of the Second Step Chair is to **inform** them of all the upcoming events. I, as Chair of Second Step, will be calling you every month for the next year, so get to know me and see what I look like now. I will be calling to ask you to step up and volunteer for our events or to participate in them. This is the way new members meet other members in our Lodge. It is my job to work with the Event Chairs and supply half of their crews with new members, so you learn how we do things here. It is the Event Chairs job to supply the other half of the crew with older members (one year +). The older members act as the mentors to the new members and next year, you can become a mentor. This way, you as a new member meet a mix of old and new members, and when you come into the Lodge you will recognize many faces and feel more comfortable and at ease in your Lodge.

Remember, this is your Lodge; this should be your home away from home, your extended family. The more you volunteer the more people you meet, the more people you meet the more fun you have and at the same time you're supporting your Lodge, it's a win-win situation.

Then the Second Step Chair tells of the upcoming events next month and reminds them that I will be calling you to see what you'd like to do. Also, run down a list of events your Lodge puts on throughout the year and share your favorite events with them and tell them why you enjoy these events so much.



Tell them about your Friday night dinners, where everyone comes out of the woodwork, a good way to meet more members, and the Sunday Brunches. Remind them to bring their friends and spouses to volunteer along with you; you don't have to be an Elk to volunteer. Have the new members fill out the "interest slips" of what they'd like to be involved in and make a copy for your records and then the slips go to the Secretary. The interest slips have the new members names, phone #'s and e-mail addresses.

Be the Grand Host or Hostess and when you see the new members in the Lodge, always go up to them and say hi and use their first name. Introduce them to other members, especially the Officers.

### **CALLING NEW MEMBERS:**

When you call the new members tell them what's coming up in the following month, by date. This means which event happens at the first of the month, second is in the middle of the month and last at the end of the month. If no one answers and you get the answering machine, leave a message of what events are coming up, date and what positions are needed for each event and have them call you back. No need to tell them of the times for that particular job until you talk with them on the phone. Then you go into details. Always, remind them how fun it is. Here's an example for 2 events in March:

\*(Remember, I'm calling about 6 weeks prior to the event)

"Hi, this is (your name) from the (your lodge) Elks Lodge calling to inform you of 2 upcoming events in March, that you might like to step up and help us out with. First is St. Patrick's Day March 13<sup>th</sup>, Saturday, we need help the night before at 7pm to help set up and then on Saturday we need help in the kitchen from 2:00-7:30pm and servers at 7:00-9:00pm and people to breakdown/clean up from 9:00 pm till finished. Also, is the Golden Gloves Boxing Match, on March 24<sup>th</sup>, meet at the Lodge by 6:00pm cost is \$25.00 per person, Price includes box lunch, adult beverages and a ride to and from the Cow Palace and our seats are the first three rows ringside. If you want tickets call the Secretary's Office for reservations, that number is \_\_\_\_\_. What would like to do? Oh, work in the kitchen for St. Patrick's Day great, I'll put your name down and give it to the Chair (his/her name), he should call you 2 weeks prior to the event and confirm this with you, here's his phone number in case you don't hear from him, you call him. Ok?" If answering machine, leave your home or work phone number to have them call you back, which ever is easier to reach you. You want to be available to them.

When you make these calls have a separate piece of paper for each event and the job titles on the page, so all you have to do is write down their name and phone number under the job title and you're set. Once you've fulfilled half the crew needed

you stop and call the Event Chair and tell them you fulfilled the positions and send the Chair your list. In this case the St. Patrick's Day Chair said he needed 4 persons for each job, so for my job, I fill half those slots with new members, meaning 2 for each job. It should look like this for St. Patrick's Day:

March 12<sup>th</sup>, Friday night Set Up:  
George Flamik h 415-457-7192  
Joe Dinsmore w 510-752-2048

March 13<sup>th</sup>, Sat. Kitchen workers:  
Nina Murphy h 415-457-7192  
Patrick Bryant h 415-457-7129

March 13<sup>th</sup>, Sat. Breakdown/dishwashers:  
Ester Perez h 415-999-0999  
Jim Snoopy w 650-999-0099

Now, when a new member wants to "attend" the St. Patrick's Day Event, you take their name and submit it to the Secretary's Office. Have a full list before calling them.

When you have an event like the Golden Gloves Boxing Match,  
John Doe 3 tickets  
Mary Mary 2 tickets  
Bev Dory 1 ticket  
John James 8 tickets

Then this list is sent to the Chair or the Secretary's Office so they can call and keep track if they want these seats reserved or not. Including phone #'s for this one is up to the Secretary and the Chair of the event.

For events like Flag Day or Veterans Day or your Christmas Tree Trimming Party, you just get as many volunteers as possible, there are never "too many". On these events I call all new members within the last year.

Keep a record of who volunteers, by either putting a dot or a star by their name, to show you who steps up. This is a valuable tool when you need help right away, you then see and know who is there for you constantly.

#### **IV - TOOLS FOR THE SECOND STEP CHAIRPERSON:**

Keep a binder of the new members, list of names and copy of their interest slips. Also, have the secretary give you a list of the new members names with their age, sponsor and hobbies. This helps a lot. The "interest slips" have the new members names, phone #'s and e-mails.

Have a list of events in your Lodge for the whole year, so you know what's coming up and are prepared.

Have a list of all Event Chairs, their names, addresses, phone #'s, e-mails, and faxes. If you're not sure of what an event involves ask them and keep notes for yourself. Be able to explain what the event involves and what type of volunteers is needed to our new members. Keep this in your binder for the next person to take over Second Step.

Always call the most recent class first and then last months class, and so on. Give the newest members, first chance to volunteer.