

SECOND STEP Program

Hey! We initiated a whole bunch of new members last year, where are they now? Heard that one before? Another question is, are they active?

In the front door out the back, no one seems to care. Charm them as candidates; make them feel welcome as candidates and then after they are initiated and become members, back away. That is the way it appears throughout the Order of Elks. The general attitude within a great number of Elks Lodges is that there are always more candidates out there just waiting to become Elks! *All of the above; WRONG!!!* You worked hard to get these members so let's work to keep them.

Your membership is the most important asset of any Elks lodge. It is the membership that raise's the monies required for lodges to function and to support the charities that Elks are noted for. It is the members that provide the leadership necessary to run the lodge. It is the membership that plans, runs and attends the activities that make the lodge a success. Cherish Them!

The following program developed by Nina-Lilienthal-Murphy outlines a program that if put into practice will go a long way towards retaining members and decreasing Lapsation. Nina has worked and refined this program over the years. Once these new initiates are made comfortable within the lodge and as they work their way within the membership they will remain active and help make your lodge successful. Use this program as is or modify it so it is more useable in your lodge's environment. The Second Step Program is the first step to retaining new members as satisfied and involved members!

The Membership Management Control Team (MMCT) should be interested in the Second Step Program. As a matter of fact they should be an active player in this program. If your lodge does not have a Membership Management Control Team, get one going!

Your lodge, the California-Hawaii Elks Association (CHEA) and the Grand Lodge are interested in the Second Step Program. The Second Step Program can do nothing but good for your lodge, and the Order of Elks.

For more information or suggestions regarding the Second Step Program and its operation contact Nina Lilienthal-Murphy.

For copies of this program please contact me, Tom Ryder, California-Hawaii Elks Association Lapsation/Membership Retention Chairman

**ELKS MEMBERS ARE THE KEY TO A SUCCESSFUL ELKS LODGE
ESPECIALLY YOURS !**