



### Set Annual Membership Goals:

1. Ten percent gross gain in membership.
2. At least "Plus One" net gain/Less than 2% Drop for NP
3. All officers sponsor at least one candidate.
- 4 . Establish procedures to achieve benchmarks for membership recruitment and retention



## May

- 1. Share membership recruitment ideas at CHEA Convention.
- 2. Explain Elks Membership at Youth Recognition Dinner.
- 3. Attend High School Awards Night Programs in Elks Lodge Uniform.
- 4. Recognize proposers at Lodge Meeting.
- 5. Discuss Recruitment Progress with Membership Development Team



## June

1. Talk about the virtues of Elks while attending patriotic events.
2. Set up Elk information booths at fairs, parades, and farmer's markets.
- 3, Attend Sober Grad Nights and explain to parents what Elks do.



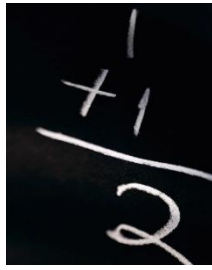
# July

1. Set up an Elks information booth at 4<sup>th</sup> of July events in your community.
2. Recognize sponsors at meetings.
3. Post photographs of new members in hallway
4. Award GER Pins
5. Maintain Membership progress chart
6. Every officer carries a membership application



# August

- 1. Invite guests at summer parties to join
- 2. Hold a District Membership Team Seminar with other Lodges
- 3. Lodge Membership Teams review Membership Materials brought back from July's Grand Lodge Convention.
- 4. Attend Chamber of Commerce Meeting



# September

- 1. Contact local schools, PTA's, PTO's, and Booster Clubs about ways Elks help
- 2. Send local newspapers articles about Elks and "The Dictionary Project" and about Elks Scholarships.
- 3. Continue to recognize sponsors at meetings
- 4. Secretary sends invitations to Stray Elks



# October

- Work with Drug Awareness and Public Relations Committees during Red Ribbon Week and at Trunk or Treat Programs. Include Membership applications at events.
- Update Membership Chart. Report membership progress at a Lodge Meeting.
- Discuss Membership techniques with Lodges with like membership size in CHEA



# November

- Have membership applications available at Lodge Veteran's Day Programs
- Advertise that the Elks is an organization that honors veteran's service
- Attend City Council Meeting, Park Board Meeting or School Board Meeting in Lodge uniform.





# December

- Invite members and potential members to help with a Christmas Basket Program
- Inform the media of the Elks good will in the community-People like belonging to a giving organization so why not the Elks?
- Invite family members and friends to socialize with you as a guest at the Lodge. Encourazge them to join.



# January

- Dedicate a class of candidates to someone special in your Lodge.
- Make a resolution that it is not too late to sponsor a member this Lodge year.
- Follow up on prospective members contacted in December and November
- Invite prospective members to a Crab Feed or some other Lodge event



# February



- Award GER pins during “Old Timers” and PER night.
- Include the history of Elks and of your Lodge in the Lodge Bulletin. Write about how new members are welcome to be part of the Elks historic organization.

# March

- Work with the newly elected officers in planning a membership plan for the year before the Lodge year begins.
- Study the membership ebbs and flows for the year. Discuss the year's results with the members of the Membership Team: committees of public relations, membership recruitment and membership retention.