

# Membership Retention Best Practices 12 Month Timeline

# MAY

The Secretary sends a letter to all inactive members who were either dropped for non payment or took an absolute demit in 2014-2015. The letter outlines options for reinstatement.

The Membership Team sends a humorous card reminding members that dues R due April 1<sup>st</sup>. The Team inserts information about Elks patriotism.

The Exalted Ruler signs a dues reminder letter to all members who are 12 months in arrears. The letter starts with “Hello” or just the member’s name. The letter includes an overture for possible dues relief. “We haven’t heard from you lately. Is everything okay?”

The Membership Team posts the Membership Development Barometer next to the Grand Lodge Membership Chart on the Lodge Bulletin Board.

The Membership Team implements “Second Step” involvement



# June

The Membership Team color codes 12 month delinquents on light red paper with “2<sup>nd</sup> Notice” to draw attention.

The Membership Team telephones or e-mail delinquents. Members are invited to have a cup of coffee or share an adult beverage when they come over to pay their dues.

The Membership Team searches Face Book to locate members who may have moved or changed phone numbers.

The Secretary sends letters to Stray Elks inviting them to the Lodge. Upcoming events are noted.

The Membership Committee gives a Monthly Membership Progress on the Floor and in the Monthly Newsletter and continues “Second Step” involvement.

Three reasons why dues weren't sent:

1. My dog ate my notice.
2. My grandkids spilled milk on my bill.
3. I forgot to mail my dues.



# July

The PER who initiated a delinquent member writes a personal note. This should not be on Lodge stationary

The Membership Team continues to post membership development information on the Membership Chart

The Membership Team continues to make phone calls and e-mails to lapsed members and new members via "Second Step"

The Secretary notes the Elks patriotic association in the monthly billing letter.



## August

The Secretary writes a letter of concern to 12 month delinquent members noting that at the last meeting in September they will be dropped from the active membership rolls.

The Membership Team makes a monthly report on the Membership Chart, in the August Lodge Bulletin, and on the Floor of the Lodge. The Team continues with "Second Step".

The Exalted Ruler recognizes members who have earned a GER Award by bringing in at least three members this Lodge year. GER award winners pictures on the wall and in Lodge bulletin.

The Secretary sends a dues notice to 6 month delinquent members with the phrase "3<sup>rd</sup> notice". Monthly Bills statement have a different paper color.



Perseverance

# September

The Secretary drops 12 month delinquents the last meeting in September.

The Secretary sends a color coded letter to six month delinquents noting they will move to the 12 month list in October.

The Membership Team posts the names of delinquent members on the bulletin board with a small picture of Elks and a caption saying "We are lost Elks, please call".

The Exalted Ruler recognizes new members who have joined since April.

The Membership Team continues work on "Second Step" and contacts "Stray Elks"



# October

The Secretary send a letter to Elks who were dropped for non payment noting options for reinstatement.

Color code new 12 month delinquents and mark "3<sup>rd</sup> Notice".

The Exalted Rulers signs a dues reminder letter to all members who are 12 months in arrears. The letter starts with "Hi", "Hello", or just the member's name, not "Dear". An overture for possible dues relief is included: "We haven't heard from you lately. Is everything okay?"

The Membership Committee maintains the Membership Retention and Development Chart and work on "Second Step".

At a Lodge Meeting, the ER recognizes membership recruiters who have earned a GER Pin for sponsoring new members. The ER also recognizes members of the Membership calling committee.

The Membership Committee continues to call delinquent members and keep a record of why they are delinquent.



"Is everything okay?"

# November

The Membership Team sends a humorous card with six month delinquent bills.

The Secretary marks 12 month delinquents with “3<sup>rd</sup> Notice”.

The Secretary writes a letter to the member’s sponsor to encourage the member to remain active.

The Membership Team maintains the Membership Retention and Development Chart and work on “Second Step”

The Membership Team continues to call/e-mail delinquent members and keeps a record of why members are delinquent.





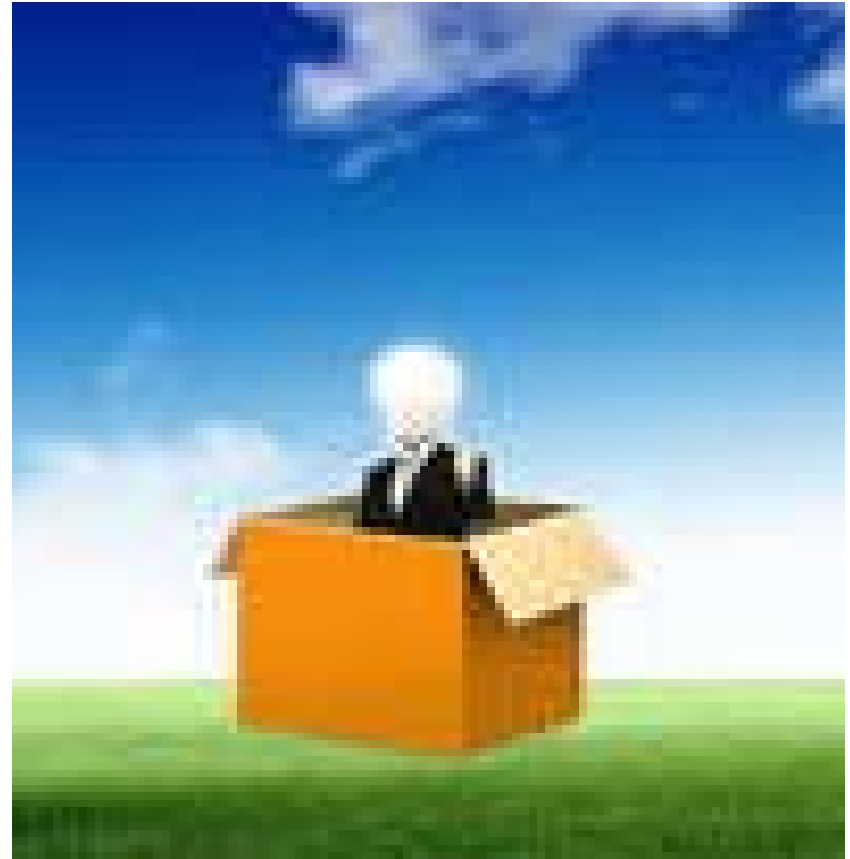
## December

Along with the monthly bills, the Membership Committee sends a humorous card to lighten the subject of dues collection. Use Facebook to find members who have moved. Think outside the box of traditional ways to contact members.

The Membership Team maintains the GL Membership Development Chart and work on "Second Step"

The Membership Team posts the bar graph from CLEMS showing the membership retention history of the Lodge.

At a lodge meeting, the Esquire hands out applications to every member in attendance. The ER asks them to get one new member or call one member on the lapsed member list.



“Think outside the box.”

## January

The Secretary writes a “60 notice” to members whose dues are 12 months overdue.

The Secretary bills six month delinquents and puts “3<sup>rd</sup> notice” on the bill. The bills are color coded with a different color.

The Exalted Ruler asks every officer if they are carrying a Membership Application.

The Membership Team continues work on “Second Step”



# February

The Secretary writes a “30 day notice” to members whose dues are 12 months overdue.

The Secretary bills all members for next year’s dues. Bills are mailed first class to help determine who has moved.

The bill for next year’s dues clearly states that dues are due by March 31<sup>st</sup>.

Six month delinquent bills are color coded.

The Membership Team continues work on “Second Step”



## March

The Secretary drops all 12 month delinquents. No 18 month delinquents appear on CLEMS

The Secretary sends a final notice to all 12 month delinquents letting them know they have been dropped and giving them information about how to reinstate.

The Exalted Ruler recognizes members of the Membership Control Team at a lodge meeting. Pictures of the team are posted on the bulletin board and in the lodge bulletin.

The Membership Team continues work on involving members via the “Second Step” program.



# April

The Exalted Ruler set membership goals in the April Elks bulletin.

The Membership Committee works with the Secretary in sending humorous membership reminders that dues R due on April 1<sup>st</sup>.

The ER's membership goals are posted on the Bulletin Board.

The Exalted Ruler reveals Membership Goals at the Lodge Meeting and at the Officer and Committee Chair Meeting.

The Membership Team starts contacting lapsed members and works on "Second Step"



Happy Hands of Membership Retention working together.