



Membership Retention

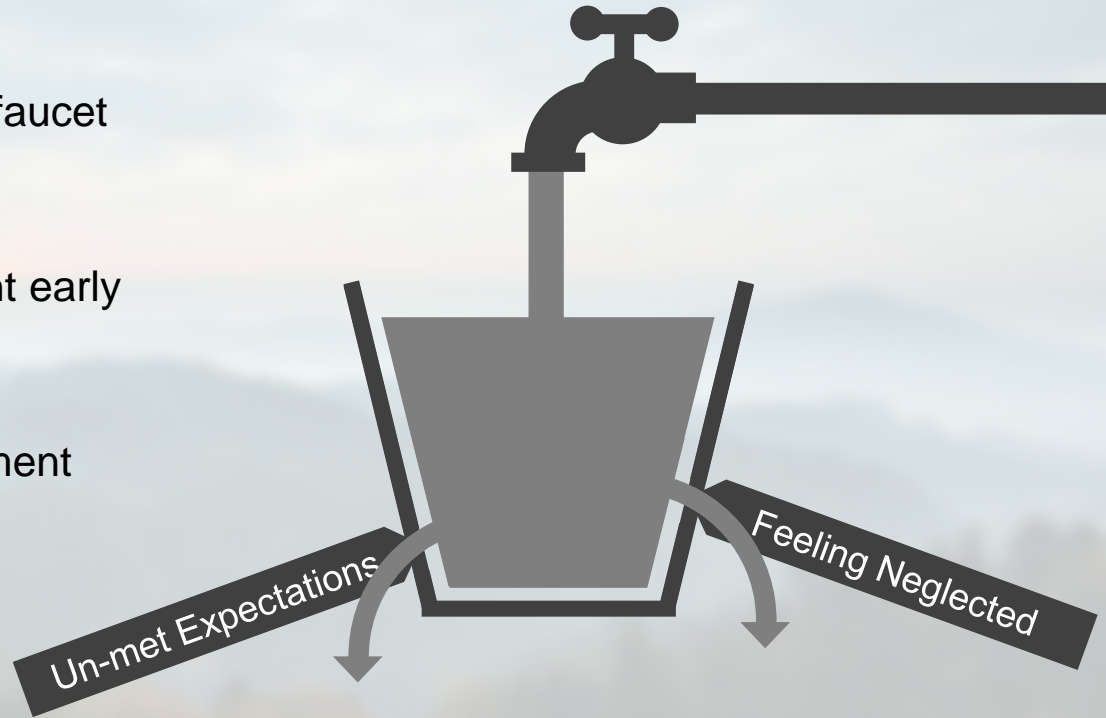


Introduction/Overview

- Managing The Membership Bucket
- It's all about them
- Communicate...Communicate...Communicate
- Best Practice Retention Strategies

The Membership Bucket

- Membership is like a bucket under a faucet of water
- Relevant and meaningful engagement early will prevent leaks later
- Retention is just important as recruitment



Understanding What They Want out of Membership



- It all starts with the first conversation
- Everyone's reason for joining is personal. Find out what it is
- Ask them why they joined and what they want to get out of it:
 - Is it charitable? (Volunteering with family)
 - Do they want to give back to their local communities? (Helping the elderly or disabled)
 - Do they want to be part of a fraternal group of catholic men like them?
 - Is it for spiritual reasons? (Prayer groups?)
- Dig deep and get to the true reason they joined

There's Something for Everyone – Find Out What it is



FAITH

RSVP

Into the Breach

Marian Icon Prayer Program

Building the Domestic Church Kiosk

Rosary Program

Spiritual Reflection Program **New**

Holy Hour **New**

Sacramental Gifts **New**

COMMUNITY

Coats for Kids

Global Wheelchair Mission

Habitat for Humanity

Disaster Preparedness

Free Throw Championship

Catholic Citizenship Essay Contest

Soccer Challenge

Helping Hands **New**

FAMILY

Food for Families

Family of the Month/Year

Keep Christ in Christmas

Family Fully Alive

Family Week

Consecration to the Holy Family

Family Prayer Night **New**

Good Friday Family Promotion **New**

LIFE

Marches for Life

Special Olympics

Ultrasound Program

Christian Refugee Relief

Silver Rose

Mass for People with Special Needs **New**

Pregnancy Center Support **New**

Novena for Life **New**

Develop a Relationship...And Make it Relevant

- **Make it Personal:**

- Assign a member that works to understand the new member's needs.

- **Engagement:** Have the member develop a personal relationship

- Communicate 1:1 regularly on their terms
- Frequency and method (email, phone, f2f coffee)

- **Meaningfulness:**

- Be open to new ideas they have
- Suggest and encourage participation in programs they're interested in

Best Practice Retention Strategies

1. Building a Strong Member Communication Process
2. Retention Committees
3. Managing 'Unpaid Dues' Red Flag

Building a Strong Member Communication Process



1. Communicate Consistently

- Ask them how they like to be communicated to and how frequently
- Online surveys (Survey Monkey, Typeform)
- Email a survey and compile results

2. Determine what works best for your council

- Email, Newsletter, Blog, Bulletins, council trifold brochures
- Create an annual communication schedule and stick to it
- Focus on consistency over quantity
- Ensure published (website) information is accurate

Building a Strong Member Communication Process



1. Create a Council Engagement Spreadsheet

- Personal membership profile
- History of their membership participation
- Record notes on their level of engagement

2. Touch member personally and consistently

- Cards and Notes: Birthday, anniversary cards/ joining anniversary, child's first communion or confirmation
- Track what creates a positive reaction

3. Promote the Council's Successes

A Retention Committee



- The retention committee is the support structure for your council. They keep in touch with the members and make sure they feel 'part of the team'.
- The chairman is responsible for making sure that there is consistent and ongoing outreach to members.
- Structure
 - Chairman
 - Typically one committee member for every ten Knights
 - All 3 trustees (ideally)
- Meet monthly for 1 hour (Best practice)
 - 20 minutes-Member by member review-Update spreadsheet
 - 20 minutes- ID delinquent members
 - 20 minutes Whos follow up with who. Action plan to follow up with everyone
 - Agree to follow up actions with a phone call

Retention Committee Responsibilities



- Ensure your Knights are engaged and happy
- Touching base, building a meaningful relationship, and keeping track of member's satisfaction with their membership
- Identifying member concerns immediately and helping them find a solution

Managing the 'Unpaid Dues' Red Flag



- The biggest red flag that a member is losing interest is when he stops paying his dues
- Build a Process around Managing unpaid dues
 - Review list of members ID'd as past due
 - Assign member to contact immediately
 - Probe in detail to understand level of engagement
 - Ask what they want to get involved with
 - Encourage them to participate in a program that fits that desire

A Best Practice Process for Saving Members

- Have the council work process
- The District Deputies need to stay closely involved

Georgia State Council							District: <input type="text"/>
Request for Membership Suspension and Procedure							Council: <input type="text"/>
Member Info:	Last Name:	First Name:	MI	Age	Yrs of Svcs	Membership Number	
	Phone Number:	Email:	Parish Name:		First Degree Date:		
	Mailing Address:	Member of Parish:		Re-Entry Date (if Applicable):			
			<input type="checkbox"/> Yes <input type="checkbox"/> No				
Billing:	Notice	Date	Dues Paid? (Y or N)	Letter Returned? (Y or N)	New Address? (Y or N)		
	First Billing Notice						
	Second Billing Notice						
	Knight Alert (KA1)						
*Note if New Address, last letter should be resent and address updated in Member Management							
Retention:	Retention Committee Member Assigned:						
	Attempts to Contact Member – NOTE: Voicemail and Billing are NOT considered contact. In comments, indicate how contact was made, i.e. phone, home visit, email, parish, etc.						
	Contact #1 Comments:	Date:	Contact #2 Comments:	Date:	Contact #3 Comments:	Date:	
	Signatures below certified complete retention activity by Grand Knight, Deputy Grand Knight and Trustees (all required):						
	Grand Knight:	Trustee One-Year:					
	Deputy Grand Knights:	Trustee Two-Year:					
			Trustee Three-Year:				
	Send Results (this Form and any supporting documentation to District Deputy. DD will complete his requirements and forward results/recommendations to the State Retention Chairmen and State Membership Director with information copied to State Deputy						
	State:	Office	Comments:				Recommendation:
District Deputy							
State Retention Chair							
State Retention Chairmen will return form(s) to District Deputy with Recommendations as noted:							
<input type="checkbox"/> Concur (Submit 1845 – Intent to Suspend) <input type="checkbox"/> Do Not Concur (Contact State Retention Chairmen)							



Example of high performing councils (1 per workshop)



- Workshop 1
- Workshop 2
- Workshop 3
- Workshop 4
- Workshop 5
- Workshop 6
- Workshop 7

Best Practices For Member Retention

1. Start your retention efforts on day 1
2. Reach out early and often
3. Make it personal. Understand what they want to get out of it
4. Find out why they joined, do more of it
5. Build on their original motivation for joining
6. Constantly evaluating what works and why it doesn't



Thank you