

Member Retention

- 1. Thoughts on Retention**
- 2. A Procedural Logic Tree**

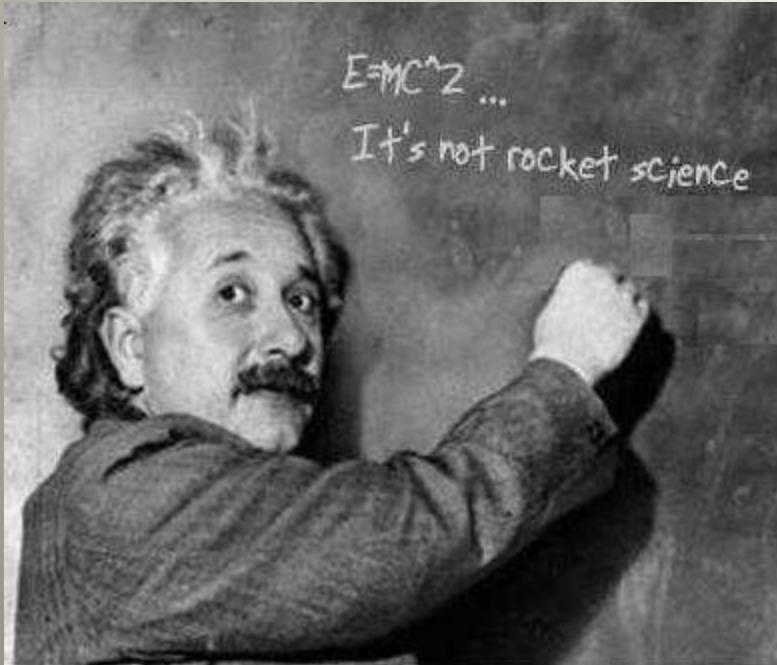
How do your Councils handle

MEMBERSHIP RETENTION???



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Thoughts on MEMBERSHIP RETENTION....



FACTS ON RETENTION

1. The higher your retention rate, the less you **HAVE TO** recruit.
2. There is a clear link between high retention and high recruitment.

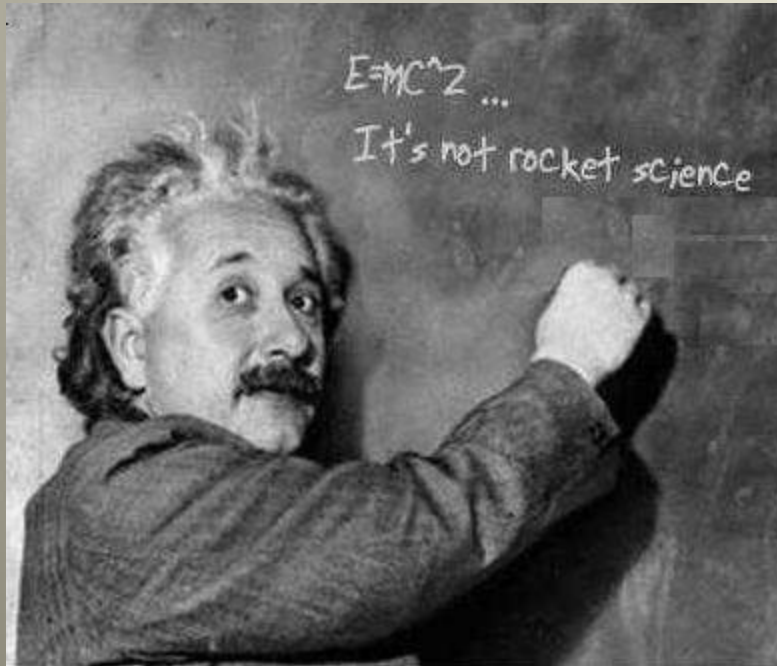
QUESTION:

What is one most effective way to recruit more members?

ANSWER:

Retain your existing membership!!!

Retaining your current Membership....



Some Advice

Provide a membership experience that makes your members say:

”WOW!”

“This is so good I wish all my friends were Knights!”

Member Retention Procedure Logic Tree

**(A guide to help councils deal with members
that have fallen behind in their dues.)**

Member Retention...

1. Is the member a practical Catholic as understood by the Church?

NO

YES

Proceed to next question

Have member or pastor write a statement of non-Catholicity and forward with Form#100 to Supreme. This drop will not count against quotas.

Member Retention...

2. Is the member physically able to work or earn an income?

NO

YES

Get doctor signature on Form #1831. "Application for Relief from Payment of Council Dues and Supreme per capita" Provides exemption from dues and per capita charges from State and Supreme. Renewable each year.

Proceed to next question

Member Retention...

3. Is the member financially able to pay dues?

NO

YES

Proceed to next question

Council should consider using charity fund money to cover the dues for this member until he is once again employed or has an income. May ask the member to work at a fundraising activity.

Member Retention...

4. Was the member given proper orientation, training & guidance?

NO

YES

Proceed to next question

If he is willing to start over, assign him to a committee, assign a mentor and have frequent contact with him. Make sure he is on the mailing list for council newsletters and other notices. Pursue his reasons for leaving.

Member Retention...

5. Is the member a regular attendee at meetings or helps with activities?

NO

YES

Find out why he doesn't attend meetings or help with activities. Did he feel welcome at meetings & was he called to help with activities? Make everyone feel welcome at meetings & events. Avoid the cliques. Have a calling committee for different activities.

Proceed to next question

Member Retention...

6. Is the member an Insurance Member?

NO

YES

Proceed to next question

From this point forward, you might engage your Field Agent to help you re-recruit this member. Because this member is an insurance member, he will be losing out on dividends that he might be ordinarily making while retaining his membership.

Member Retention...

7. Does the council have the member's correct address or phone number?

NO

YES

Proceed to next question

If unable to locate because of no current address or phone, use computer Web based sites to assist. Superpages.com, Whitepages.com, Dex.com, thepublicrecords.com, peoplelookup.com, intelius.com, and searchbug.com. Contact proposer for more information & use contact information from admissions committee questionnaire.

Member Retention...

8. Is the member living in proximity of the council?

NO

YES

Proceed to next question

If the member has moved away from the area, forward his address to a field agent or financial secretary living in the new location. Go to KofC.org web site and click on find a council or find an agent. Contact State Retention Chairman for additional assistance.

Member Retention...

9. Is the council certain the member is living if they have had no contact?

NO

YES

Proceed to next question

If you suspect the member may be deceased, but have no contact. Go to web site rootsweb.com and enter his social security number if known, or full name & allow the site to search for a match. If it finds a match, it will also give you the information regarding the death.

Member Retention...

10. Is the member without a felony charge punishable by prison time?

NO

YES

Proceed to next question

If member has been charged with a felony crime, it may be cause for dismissal from our ranks. Check with the parish priests or council chaplain. Also, verify that the policy of our Order is being followed. A legitimate suspension because of a felony will not affect quota.

Member Retention...

11. Does he have or is he close to having 25 years service & 65 year old?

NO

YES

Proceed to next question

If member has 25 years or more of continuous service and is 65 he is eligible for honorary membership, at 70 eligibility for honorary life. Always check the service and age data before suspending a member. If less then this, you then must consider alternatives.

Member Retention...

12. Is there anything else we can do to prevent this suspension?

NO

YES

Follow suspension procedures as published in the Financial Secretary's Handbook.
Thanks for all you did to prevent even one member from leaving our Order!

Proceed to next question

Member Retention...

13. Did you save this member?

NO

YES

Sorry, you gave it your best!!!
You can learn from this experience.
Apply what you have learned to
retaining your other members!

Good Work! Thank you
for your efforts!