

10 STEPS TO RETAIN MEMBERS

1. After Chapter elections, the President-Elect should select the next year's committee chair and members. They should immediately begin to meet and formulate goals and activities for their year. Once a member is committed and working on a committee, it is realistic that she will renew.
2. The President or Membership Chair should send a letter to each member's employer, thanking them for their support, whether it is financial or otherwise.
3. The President-Elect should send correspondence to each member outlining the next year's goals, speakers, workshops, etc.,
4. At the August business meeting, seek out newer members for their ideas and suggestions. Listen to them and pursue their ideas, if feasible.
5. Mentors are always a good and productive idea. They should keep in close contact with the newer members at all times.
6. At the Chapter Installation acknowledge all the new members present.
7. The Treasurer and Membership Chair should be in regular contact to follow up on dues renewals received.
8. A committee should contact each and every member who has not renewed by September 15th. Explain that a penalty will be charged for dues postmarked after October 1st.
9. Do not wait until the end of the year to contact non-attending members. Once a member has missed two (2) business meetings send a postcard, telephone or email them. No matter what the reason for their absence, contact them at once !!!

These are tried and true ideas, which can greatly affect YOUR Chapter's future... TRY THEM AND SEE FOR YOURSELF!!!