



## Suggested Guidelines for a Successful Membership Retention Program

This is a two part process for the most effective results. Obtain the membership retention letters from the Northeast IL Council of Higher Degrees Secretary/Treasurer for your Lodge, Chapter or Moose Legion.

### Part I

- Make enough copies of the membership retention letters for all expired (past due for 1 to 12 months) and dropped (past due for 13 to 24 months) members. Keep the original letters on file for future use.
- Print out address labels using LCL for expired members. Print out two copies of address labels for all dropped members. One label will go on the envelope and one label will go on the application for reinstatement to make the process more user friendly.
- It is helpful to get a group together to mail the letters. Expired members just need a copy of the letter. Dropped members need a copy of the letter and a membership application (with attached mailing label). Highlighting areas that need to be filled out by the member would be beneficial. The membership benefits package might also be useful to add. The Council of Higher Degrees can help by contacting local Council members in your area to join with this group to lend a hand.

### Part II

- Approximately one week after sending out the mailing, you want to follow-up with a phone call. You have opened the line of communication with the letter so keep it going. Using LCL, print out a list of names, phone numbers, and sponsors. Do not call during meal times. Late morning or early afternoon is best.
- Again get a group together for making phone calls. You would like to have people who are knowledgeable about the Moose and your fraternal units activities and who can speak well. On weekends, most cell phone calls are at no charge.
- Let everyone look over the list of names. If a sponsor is present, let them call that member. If anyone even slightly knows an expired or dropped member, let them call that member.
- Have a phone book or computer available to look up phone numbers that are invalid or unavailable in LCL.
- Call each expired and dropped member. Introduce yourself and where you are from. Ask if they received a letter from the Council of Higher Degrees. We need to show we care about them. We need their feedback as to why they were not paying. They should be thanked for their past years of membership, reminded of our efforts at Mooseheart and Moosehaven, and very importantly the **Moose member benefits** that are available to them. Our members have saved far more than the annual dues by using those benefits – thus making membership something that instead of actually costing them money – saves them cash instead. Keep an upbeat positive attitude.
- If they are not home, do not leave a message about money or dues owed. Again, keep it upbeat and positive. Leave your name and you are from XYZ Lodge/Chapter/Moose Legion. Follow up later with another call.
- As a last resort, if the fraternal unit has the funds available, offer an incentive or reduced dues for returning members if you think you can get them to renew if money is an issue.