

# MEMBER RETENTION WEEK

## One Week Focus — Year-Long Commitment



**N o v e m b e r 4 - 10, 2 0 1 8**

**What is Member Retention Week?** Member Retention Week is an annual program to help our volunteer leadership highlight retention, with the opportunity to gain recognition and awards for our lodges and our chapters. This Sunday-through-Saturday time frame falls after all of the state/provincial conventions and before all of the major holidays. It also marks the first week of the second half of our fiscal year, so there is plenty of time left to achieve membership goals for all of our units.

Moose members know that retention is an on-going process, however, we **are asking EVERY Lodge, Chapter and Moose Legion to spend just a little more time** this week focusing on activities to renew your expired members and reinforce your value with existing members.

**Preplanning is necessary** to make Member Retention Week a success. At your next meeting assign a 'captain' for this event, who will co-ordinate your week's activities. Choose new events that fit with your Lodge/Chapter, but make sure that you utilize your normal calendar activities as well.

On the following pages are ideas that can be used for Member Retention Week. If you have other ideas for this week, please feel free to use them. These are simply guidelines that can be used during this week-long program.

We will also be providing a Member Retention Form in the coming weeks that needs to be submitted to us in order for your Lodge/Chapter to be eligible for cash prizes. **There will be drawings for all Lodges/Chapters that actively participate in Member Retention Week.**





## Member Retention Week Timeline

**Immediately:** Assign a Captain

**Next Week:** Captain/team to schedule events for the week of Nov. 4-10

Provide promotion of events to Newsletter editor – ads are provided on website

Ask for volunteers for each event

Review community service opportunities

**Mid October:** If holding new member event, contact new members via mail/phone/email

**October 19th:** Captain/team to review Expired Member Lists from Moose International

Update information on lists

Finalize Events and secure resources

**November 4th:** Member Retention Week begins – (Kick Off Event for Volunteers?)

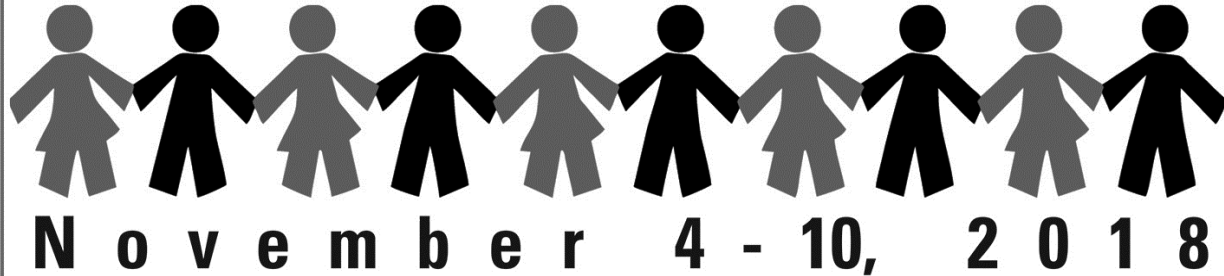
**November 4-10:** Conduct Events

**November 11th:** Re-cap Meeting

**November 16th:** Final submission date for Member Retention Form, via Admin Menu

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### Suggested Events for Member Retention Week

#### Volunteer Kick – Off

In conjunction with Sunday's football events, have a 'preseason' meeting with your volunteers to go over the weeks' events. Plan your strategy for each event, making sure the necessary resources are in place to hold your event.

#### Expired Member Phone-A-Thon

Moose International will provide every Lodge and Chapter with a listing of all expired members from May – September via email sometime around October 20th. Included will be dues amounts owed, contact information, sponsor information, various scripts for volunteers, current payment options, and mailing label formatted addresses. Everything you need to conduct a calling program is provided for you!

Your list should be printed and analyzed prior to the Phone – A – Thon, to insure you have enough volunteers to assist with calls and to update any records that may have changed. Contact expired members since May 1, 2016, asking them to consider paying their dues and becoming active. Offer them the option of stopping by the Lodge to pay their dues and invite them to an event at your Lodge/Chapter later that week. If possible, offer discounts to your meal function for the evening.

#### New Member Phone – A- Thon

Approximately 3 weeks prior to Member Retention Week, an e-mail, phone call, or letter should be sent to all new members inviting them to an event during Member Retention Week which would focus on your Lodge/Chapter and what it offers your new members. Prior to the event, follow up phone calls should be made to all new members reminding them of this event. This will provide you the opportunity to get a 'rough count' of those that are attending and advise if food would be available.

#### New Member Night

This evening could co-ordinate with a meal function, or simply has snacks and refreshments. Most importantly, have members that truly know your lodge and are knowledgeable about Mooseheart and Moosehaven be in charge of this evening. This should be an opportunity for new members to get together and simply talk about their interests and have camaraderie. This is also a great time for loyal members to share their stories of past/current fun they have had with the Moose and to invite these members to attend an upcoming event.

## **Fraternal Night**

This event, like others, should be announced in your upcoming newsletters prior to Retention Week. This night is strictly for exploring the mission of the Moose and discussing the reasons why each member belongs – which hopefully includes more than just the Lodge. This is a great night for dedicated (Higher Degrees?) members to provide newer members with their wealth of information. Encourage your new members to stop and visit. On this night showcase the materials provided by Moose International and/or simply gather and discuss. This is not a night about the social quarters, but about the fraternity and how they can become more fraternal. This is the perfect opportunity to discuss the Heart of the Community program and how your lodge participates, as well as the purpose of Mooseheart and Moosehaven. If this is not an evening that food is offered, dedicated members could organize a 'dessert bar', which all could enjoy, ending with the 9 o'clock ceremony.

## **Lodge Improvement Day**

Plan a day/evening to improve the overall look of your Lodge, either inside or out. Gather your volunteers and their families for a few hours to provide service for the Lodge. Simply by cleaning or painting your walls, washing windows, uncluttering the office space, picking up debris from parking lot, preparing for winter, or by scrubbing your kitchen, you will make the Lodge more inviting.

## **Expired Member Get Together**

During your calls to the expired members, invite them to stop by and pay their dues on this evening. Make sure you have extra staff on hand to assist them with their payments and to visit with them during their meal – making them feel welcome. Offer them a discount on their meal for the evening or Moose Bucks for a future visit.

## **Heart of the Community Project**

Organize an event that your members can participate in that truly shows what the Moose is all about. This event could be donating a quantity of Tommy Moose dolls to your local fire department, collecting food for a local food pantry, hosting a blood drive, cleaning a park, or any number of other activities.

## **Morning Coffee**

Gather at the Lodge and contact your current members to thank them for their support of your local Lodge/Chapter and also Mooseheart and Moosehaven. Ask if they have any questions, or concerns they would like addressed. Remind them of any upcoming events (Turkey Raffles, Christmas Parties, New Year Eve Parties, etc.) that your Lodge/Chapter is having. Thank them, Thank them, Thank them for being a member of the Moose.

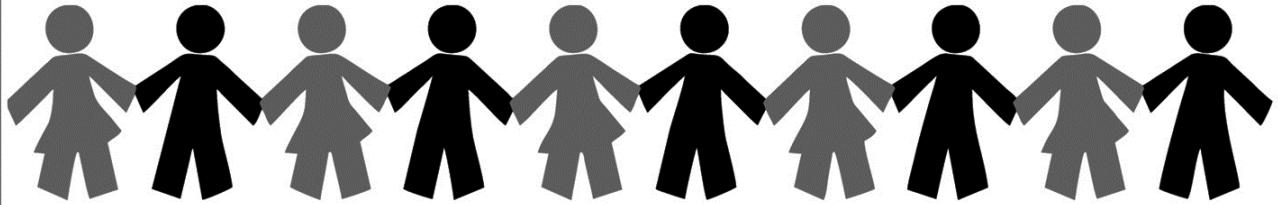
## **Bring A Friend**

Offer your members an incentive if they bring someone into the Lodge during this week that hasn't attended a function in the last 90 days. At the end of the week, those that brought in a fellow member will have the opportunity to win a prize from the Lodge. Free Dinner, Free Drink, Free Turkey, etc...



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## Sample Schedule

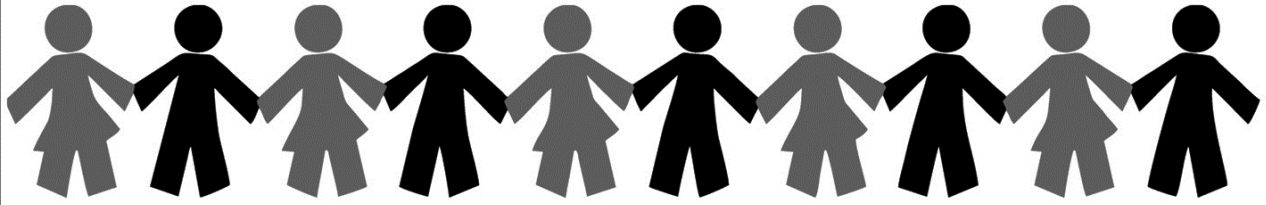
- Sunday – November 4**  
“Volunteer Kick – Off Sunday”  
“Lodge Improvement Day”
- Monday – November 5**  
“Expired Member Phone-A-Thon”  
“New Member Phone-a-Thon”
- Tuesday – November 6**  
Lodge Meeting
- Wednesday – November 7**  
Open
- Thursday – November 8**  
“Fraternal Night”
- Friday – November 9**  
“Expired Member Get Together”
- Saturday – November 10**  
“Lodge Open House”

## Sample Schedule

- Sunday – November 4**  
“Volunteer Kick – Off Sunday”  
“Expired Member Phone – A – Thon”
- Monday – November 5**  
“New Member Phone – A – Thon”
- Tuesday – November 6**  
“Heart of the Community Project”
- Wednesday – November 7**  
Weekly Bingo?
- Thursday – November 8**  
“New Member/Expired Member  
Night”
- Friday – November 9**  
“Fraternal Night”
- Saturday – November 10**  
“Morning Coffee”

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“Volunteer Kick – Off”  
“Expired Member Phone-A-Thon”  
“New Member Phone-a-Thon”  
“Morning Coffee”

- Monday – November 5**  
Open

- Tuesday – November 6**  
Open

- Wednesday – November 7**  
“New Member Night”  
“Fraternal Night”

- Thursday – November 8**  
Lodge Meeting

- Friday – November 9**  
“Expired Member Get Together”  
Lodge Fish Fry

- Saturday – November 10**  
“Lodge Improvement Day”

## Sample Schedule

- Sunday – November 4**  
“Heart of Community Project”

- Monday – November 5**  
Lodge Meeting  
“Volunteer Kick – Off”

- Tuesday – November 6**  
“New Member Phone – A – Thon”

- Wednesday – November 7**  
“Expired Member Phone – A – Thon”

- Thursday – November 8**  
“New Member Night”  
“Fraternal Night”

- Friday – November 9**  
“Expired Member Get Together”  
Lodge Fish Fry

- Saturday – November 10**  
“Morning Coffee”



## Earn Cash and Awards during Member Retention Week!

Lodges/Chapters that conduct **at least four retention activities** during this week will have an opportunity to win cash prizes.\* We will also be giving away additional 'grab bag' awards to deserving Lodges/Chapters and Moose Legions.

To be eligible, you must submit the Member Retention Form, providing detailed information on your participation. This must be received by Moose International on or prior to **November 18, 2016** – no exceptions.

\*If selected as one of the winning Lodges/Chapters, you and your Territory Manager will determine the distribution of monies, i.e. television, dart boards, paint Lodge walls, repair flooring, new toilets, etc. It should be an item that will improve the operations of your Lodge.

## Questions about Member Retention Week?

Contact Kim Thompson, Assistant Director of Member Retention and Sponsor Recognition, at [kthompson@mooseintl.org](mailto:kthompson@mooseintl.org) or (630) 966-2258, or your Territory Manager.

# Membership Department Picks

The Membership Department selected the following ideas from previous year's Member Retention Week as their top picks. Lodges and Chapters – thanks for your input!

## **Food – the Membership Department loves food – Membership, watch us grow!!**

- Chili Cook-off
- Dinner and Dance to Honor our Veterans
- Member Appreciation Lunch (Free)
- Family Night Pizza at the Lodge
- Afternoon Wine and Cheese Tasting/ Saturday night Member Dance
- Burger Night, discount for paying expired dues. Bring in an expired member – Administrator buys a beverage
- Low Country Boil & Karaoke
- Soup Night – all proceeds collected are used for members who can't afford their dues
- Member Appreciation Luncheon
- New Member Night - TacOasis: Invited new members and approved applicants to "TacOasis," featuring inexpensive Tacos and Nachos served by the Moose Legionnaires
- Wine Tasting Event
- Bake Sale and Soup and Sandwich Lunch - Money for Adopt a Family for Christmas

## **Game Night – everyone likes to play games!**

- Glow Ball Golf Tournament
- Left, Center, Right, - winner gets a turkey
- Learn how to play Texas Hold 'Em
- Texas Hold 'Em Tournament
- Corn Hole Tournament/Pizza and beverages free for co-workers and brothers who attended and paid their dues on site
- Video Bowling Night
- Board Game Night –Money raised was to feed children in the Tennessee House @ Mooseheart
- Pig Toss Game
- All games free – pool, darts, electronic
- Minute To Win It games

## **Community Ideas – embrace your community with good deeds.**

- Lodge Improvement/Clean-Up
- Community Open House
- Community Wide Clean-Up. Cleaned a 2 mile stretch of road in the community where Lodge is located and communicated with neighbors who we were and why we were there to spread the word about Moose
- Visit other community programs and talk about Moose and what it does
- Adopt a Family for Christmas



## Odds and Ends:

- Moose International Karaoke Competition – fun event for Lodges/Chapters, allowing members to cheer for their top pick
- Host a Vino Van Gogh Painting Party
- Bring a neighbor night
- Made rides available to 4 surrounding cities for members who can't drive
- Kids' activities from 2 to 4 pm. Retro night with \$1.00 drafts and \$1.00 hot dogs from 5 to 7pm
- Member Make-over Night - Members showed up to have their hair styled and make up done
- Ladies Night-Out Martini Night
- Brain Storm – Think Tank
- Thanksgiving Food Drive For Veterans
- You "CAN" Day encouraged all members to come & bring canned goods for our Christmas baskets for needy families
- Doo-Wop Party - Live music provided to bring some of the members we've lost over the years to come back and show them that we are trying to bring the Lodge back to its glory days
- Fall Festival – donated toys and can goods for holidays, food pantry and toys for tots
- Board members at the doors for both lunch and dinner, carding.
- We put out Moose posters about the retention week as well as information on the Donor's Circle so they could be viewed by all on bingo night
- Veterans Honor / New Member Night
- Worker Bee & Membership Appreciation Day - half off drinks after helped with winter clean up
- Bring A Friend Day.....Posted in Lodge that if you bring in a potential member, or a member in arrears (who paid up their dues) you received happy hour pricing during the football game
- Free raffle tickets for participation in a survey
- Moose Legion \$1000.00 dinner with draw down
- Evening Hayride - followed by wiener roast
- Deer Opener Supper and Stories
- Moose Buck Sunday -\$5 Moose Bucks and a drawing for a free dinner for each application
- Mystery Monday
- Members Birthday Celebration, Dinner and Karaoke
- Free Ice Cream Social for new members
- Open House for all members, Free Buffet, 30 minute retention presentation followed by trivia & prizes
- All students participating in Youth Awareness this year were invited to a workshop
- All new members and their spouse/significant other in attendance received a free dinner followed by a presentation of the history and mission of the Loyal Order of Moose and Lodge
- Any expired member paying their dues was entered into a drawing for a \$50.00 gift card
- Making a Tree to get Donations for the Food Pantry
- Member Luncheon – Invite Moose Guest speaker - Reminder of what Moose is all about!! Could also have community Guest speaker
- NFL & NASCAR Party
- Lodge Lock-in – overnight camp for families or father/son
- Movie Night

