



MOOSE: PROUD PAST, BRIGHT FUTURE

Welcome to the
How To Increase The
Business

*In Our Lodge Homes
Workshop.*

A Guide to the Who, What, When, Where, and How.

We will be discussing ideas that can help to increase business in your lodge homes and help increase your revenue...



Who is Responsible????

The Board of Officers
Committee Chairperson
Bartenders
The Membership





Who is Responsible????

The Board of Officers

Who is Responsible????

Committee Chairperson



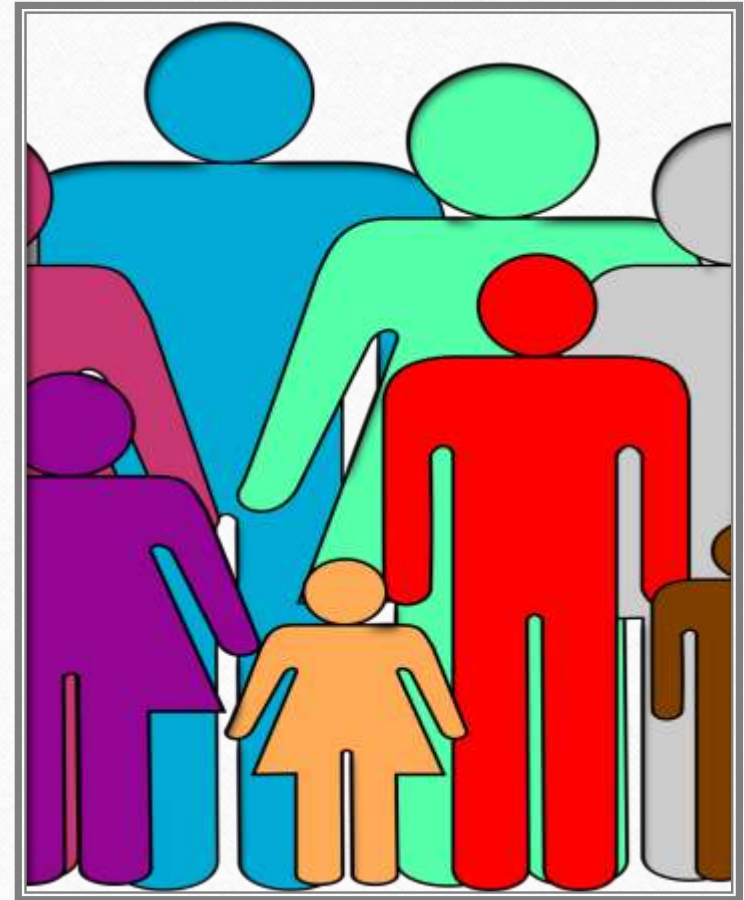
Who is Responsible????

Bartenders



Who is Responsible????

The Membership



Answer: Everyone!!!!



What can the Board of Officers Do?

- Create Membership Incentives
- Have a Retention plan to retain first year members.
- Conduct regular orientations.
- Lead by example...
- Ask for help/volunteers...
- *Thank the Volunteers...*





Create Membership Incentives



These Posters can be found on MI Website under Member Information/Campaigns.



- Have Monthly Membership Drawings for those that Sponsor new members. For every new or re-enroll they get a ticket into the drawing.

Give the Monthly winner a Prize.

- Free dinner
- Moose Bucks
- Gift Cards
- Top Sponsor of the Month Recognition in Newsletter or Certificate.



Have a Retention Plan to retain first year



Members



- **Designate Anniversary Dates Monthly, Bi-Monthly Quarterly to recognize those members.**
- **Have an Annual Pin Ceremony. Lodge Length of Membership Pin 5 thru 60 Year member in increments of 5 years available from Catalog Sales.**
- **Membership/Retention Committee should make phone calls to these members.**
- **Have a Party or Dinner to recognize those members.**





Conduct Regular Orientations. *At least every other month...*



- Have regular orientation or enrollment ceremonies
- Invite New Members and their Sponsors
- Have a Free/Inexpensive Dinner or Raffle Prize in conjunction with the orientation
- Be Knowledgeable and ready to answer Questions
- Be sure to Give Sponsors the Annual Campaign Pin

- **HAVE FUN AS WELL...**



Lead By Example...



Be the kind
of leader
that you
would
follow.



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- Smile and Greet Members when they enter the lodge
- Ask the volunteers doing a function if they need any help
- Take out the trash when you see it needs to be done
- Clean up something if you see it needs it
- Talk to members with Respect (Don't talk Down to them)
- **DON'T TALK LODGE BUSINESS OUSIDE OF THE MEETING ROOM, ESPECIALLY IN THE SOCIAL QUARTERS...**

HELP

Ask for help/volunteers...

HELP

**SOMETIMES
ASKING FOR HELP IS
THE BRAVEST
MOVE
YOU CAN MAKE.
YOU DON'T HAVE
TO GO IT ALONE.**

- Ask members if they can volunteer or help out with something. (Most members say they weren't asked)
- Start with something small (taking out the trash, getting ice, etc.)
- Have a volunteer sign up sheet for events and/or functions.

Volunteer of the Month

Presented to

[Type Name]

for

[Type Reason for Receiving]

Type Date

Date

Type Name

Name



Volunteer Certificate

Presented to

Enter Name

for (Enter your text)

Signature

Title

Enter Date

RECOGNIZE AND

THANK THE VOLUNTEERS!!.

Thank
You

спасибо 谢谢
GRACIAS
THANK YOU
ありがとうございました MERCI
DANKE धन्यवाद
شُكْرًا OBRIGADO



What can a Committee Chairman Do?

- Reach out to Members for Help
- Properly Plan the Function
- Have regular meetings with the other committee members
- Advertise the function in advance
- *Make it Fun!!!!*

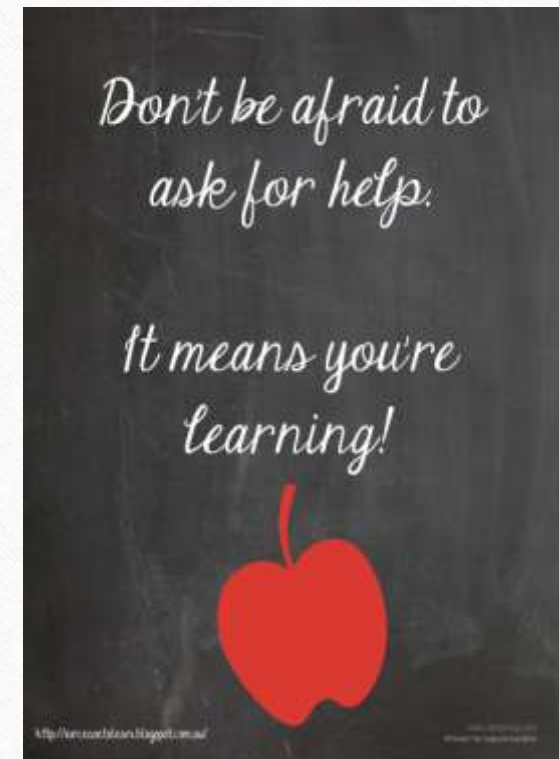




Reach out to Members' for Help



- *You would be surprised how many people will step up to help if they are asked*
- *Find the members strengths
Cooking, planning or
decorating*
- *Work together as a **TEAM!!!***



7 Steps For Planning a Successful event



What are the 7 steps in planning a successful event?

7 Steps to event planning success

Define your objectives. Always ask yourself beforehand, “What are you hoping to achieve from this event?” ...

Choose your location. Make sure that your location aligns with your objectives. ...

Set a date. ... Plan in Advance

Create a plan. ...Get a Team together

Issuing invitations. ...Send in Newsletters or Social Media

The day of the event. ...Have a Crew set to Make it Happen

Evaluate. Was it successful and did Members Enjoy???





*How can Your Bartenders Help
Increase Revenue???*



Check
Membership
Cards Daily!



How can Your Bartenders Help Increase Revenue???

Smile:



Be Welcoming and Courteous!



How can Your Bartenders Help Increase Revenue???

Work with SQ Manager and BOO about Drink Specials/Happy Hour, etc.

Have Games Incentives to Play for Prizes

- *Number of the Day*
- *Bar Bingo*
- *Trivia Night*



How can Your Bartenders Help Increase Revenue???

- *Use Proper tools for making drinks*

- *Standardized Drink Pour*

- *Know How to Make Popular drinks*

- *Make sure that SQ Mgr. and BOO know when inventory is needed*

- *Be TiPS Certified or similar State Certification.*



How can Your Bartenders Help Increase Revenue???



Ask Members How they are Doing?

However...

Don't Engage in Gossip or Lodge Business!!!



Those who
gossip with
you will
gossip
about you.



How Can The Membership Help to Increase Lodge Revenue and Business

- Volunteer to Help with a function or Event
- Ask an officer of the Lodge or Chapter, How you can help
- Create an Event that you would like to see
- Get More Involved for the Betterment of the Lodge as a Whole...



How Can The Membership Help to Increase Lodge Revenue and Business

Attend Meetings

Attend events and Functions

Most Importantly if your not helping

Don't Criticize those who have
VOLUNTEERED!!!

VOLUNTEER



**DON'T
CRITICISE**

Before You Criticize

Someone Else For

Their Mistakes

Make Sure That

You're

Not One of Them...



**If You have any Questions? Please Do Not Hesitate to
Call your Territory Mgr.
Or the Compliance Office**

Phone 1-630-966-2207

micompliance@mooseunits.org



Thank You, Thank You, Thank You

For all you do for Our Children at Mooseheart

And

Our Seniors at Moosehaven as well as your local communities.





Thank you for your attendance



Wish to make a comment about this Workshop or suggest a topic for a future Workshop?



Email:

Mike Rios, Director of Membership

mrios@mooseintl.org

Thanks again!

