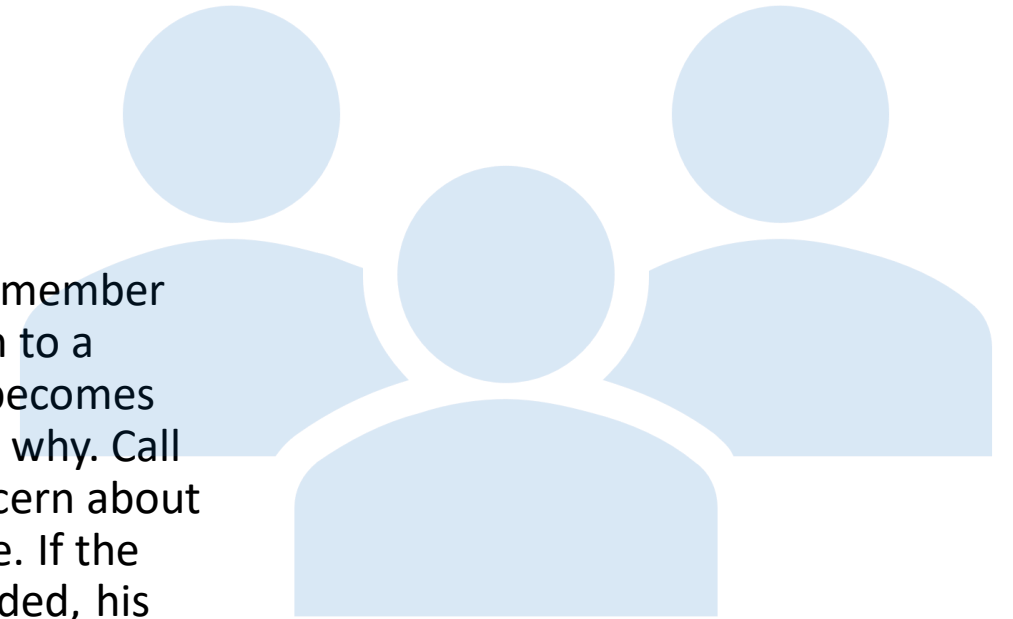


MEMBERSHIP RETENTION



Membership Retention Tips

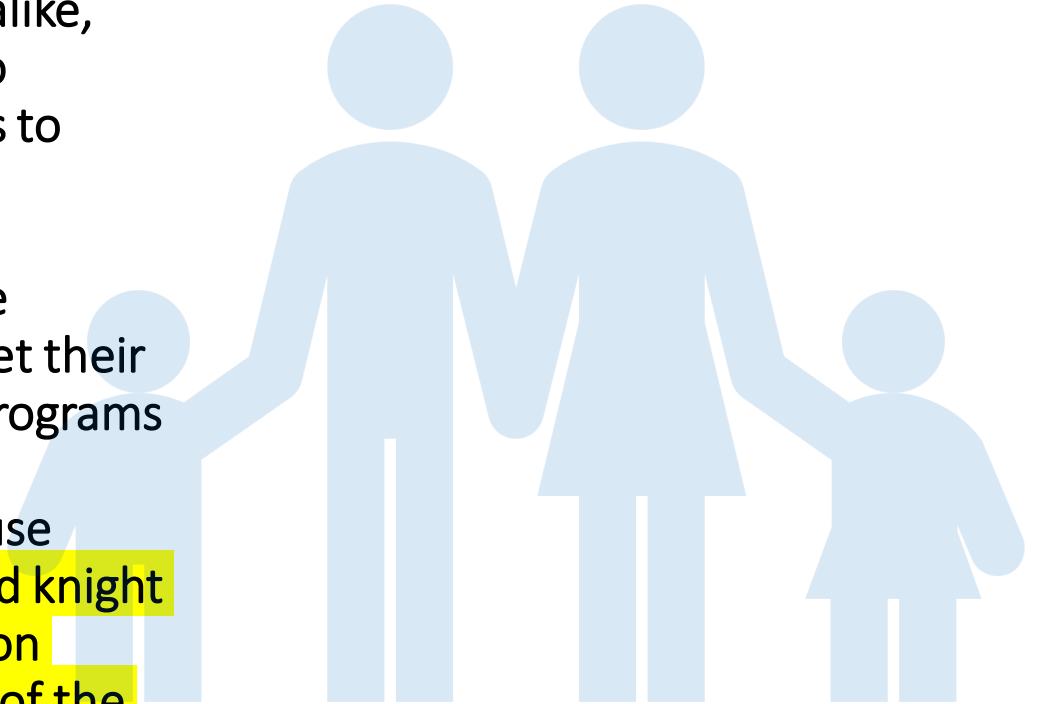
Always make it a point to contact the new member before each council meeting and bring him to a meeting if necessary. If the new member becomes inactive in council activities, try to find out why. Call and ask to visit with him. Explain your concern about his absence and offer support or assistance. If the Knight becomes in danger of being suspended, his proposer should work with the retention committee to find out the reasons for his lapsed interest and to work to conserve his membership. With a little personal effort you can help guarantee that your recruit becomes not only an active member of the Knights of Columbus, but a member for life



Establishing caring and concerned relationships among council membership will encourage your members to participate in council activities. By showing interest in new and old members alike, your council will confirm its commitment to members and will increase their willingness to assist in programs.



Establish a retention committee to examine reasons why Knights become inactive and let their membership lapse. This committee plans programs to conserve the council's membership and anticipate and solve problems that may cause membership suspensions. The deputy grand knight should be named to the position of retention chairman and his committee be composed of the council's trustees. After discovering problems, the committee should work with council officers to remedy them.





Marked decline in meeting attendance and committee involvement among formerly active members is a sign of lost interest. Although these members may have compelling reasons for reducing the amount of time they give, do not give up on them. Handle such members with tact and consideration.

Make missing members feel valued and needed by asking them to take on a task that "only they can do," one which their experience truly counts. Ask them to give just a small amount of their time to one particular project. Explain that their contribution is very important. Take time to say thanks. Honor members with a luncheon, ceremony, award or certificate in recognition of their years of involvement and service.



THE RETENTION COMMITTEE



Your role as a Member Retention Committee member is to:

- **Cooperate** with your committee to ensure that members are happy, engaged, and well informed.
- **Touch base** with your Knights and track their progress.
- **Keep an eye out** for Knights that are not happy.



Your responsibilities involve:

- **Call 2-3** of your Knights a month.
- **Pay attention** to your calls:
 - **Take notes**
 - **Keep track**



THE CHALLENGE TO YOUR COUNCIL

Delivering on our founder's **VISION**



STRENGTH IN MEMBERSHIP

Are your programs "relevant and engaging" to your members and "attractive" to potential members?

FAMILY PROTECTION

Is your council reaching out to families, encouraging fraternal benefits, growing in membership and charity?

ATTRACTIVE PROGRAMS

Does your council "plan ahead, keep on track, measure success, and plan for the future?"



DEFINE IT



Your council needs to build a culture of charitable services and outreach.

Your council needs to be a:



- **Guiding light** of charitable outreach.
- **Keeper of vision and mission** of our founder and connecting it to your members.
- **Steadfast advocate** of the principles of our order:
 - Charity
 - Unity
 - Fraternity
 - Patriotism





TEACH IT

Promote your Council program successes.

Engage the Strategic Alliance Partners of your council:



- Chaplain and Pastors
- Parishes and Mission members
- Catholic Health and Outreach Organizations
- District Deputy
- Field Agent
- Fraternal Leaders
- Diocesan Leaders



LIVE IT

Your council needs to:



- **Enable** strong Communication amongst your members
- **Manage** public relations to the exterior council friends, family and community, about your council's attractive and engaging Programs
- **Promote** the many Fraternal and Family Benefits available to each member
- **Organize** family-friendly activities that promote and attract members and their families to your council and to the Sacramental Life of our Church



MEASURE IT

Plan ahead and measure things such as:

- Who participated?
- How many volunteer hours?
- How many members, family members and others engaged in each project?
- Who were the productive volunteers?
- Who was new to a project?
- Who didn't show?
- Why didn't they show?



REWARD IT

Make an effort to always say thank you:

- When the member agrees to participate before the event, for whatever he can do to help out
- In person during the event, with a smile and eye contact
- In a tangible way after the event, when the program results are announced

Use this year's accomplishments to be next year's minimum goal

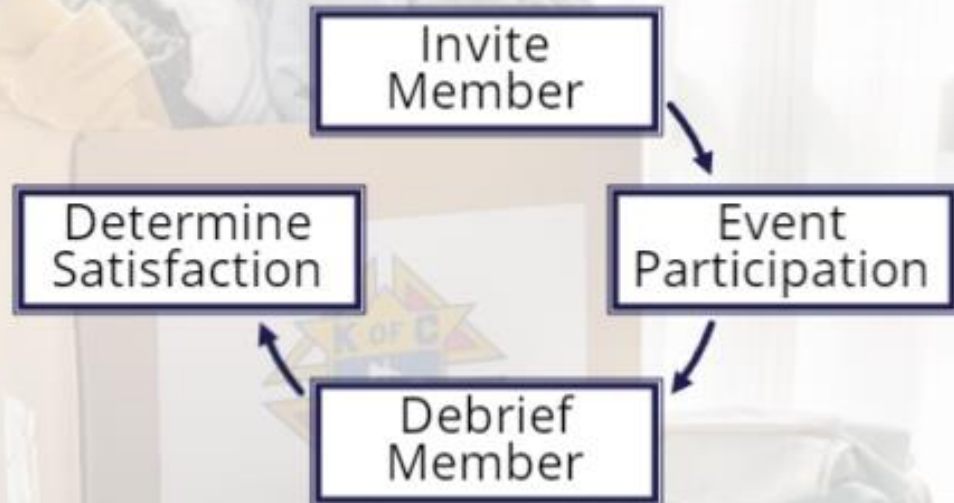


CHARITABLE OUTREACH

Charitable outreach allows members to:

- **Provide** hope to people in need
- **Witness** the real outcomes of their actions
- **Set an example** for Catholic men of putting faith into action

MEMBER ACTIVITY LIFE CYCLE





HOW DO I PROVIDE VALUE TO MY FELLOW BROTHER KNIGHTS?



How do I help my brother knights as a fraternal leader?

- **Building** strong personal relationships will create a council service culture
- **Helping** members meet or exceed their expectations of helping others in a spirit of Charity

How do I help my brother knights find value as a council member?

- **Searching** for ways to put God and our faith first, with family and fraternity as fast followers
- **Determining** what's important to each member is a big part of fraternal leadership is being or becoming a problem solver

BEST PRACTICES FOR MEMBER RETENTION



Here are a few tips to improve member retention:

- **Start** your retention efforts on day 1 (the day the member is recruited)
- **Reach** out “to him” early and often
- **Build** a personal and fraternal relationship
- **Know** why “he” joined and help “him” find ways to engage his skills to meet his needs

What did he expect, when he said “Yes” to membership in your council? If the council isn’t answering that expectation today, what changes must be made?

Loss of a member is a council failure, not the failure of the member!





WHEN THE DUES STOP

The biggest red flag for any member is when he stops paying his dues.



THE PERSONAL TOUCH

Keep a record of “keeping in touch” with each member.

Take notes on:

- How they are doing
- What programs they are involved in
- Any pain points they may be experiencing
- What positive family highlights are coming forth, like First Communion, Grade or High School Graduations, Confirmation
- Job changes or accomplishments



MEMBER RETENTION COMMITTEE CONTACT INFORMATION

Each Retention Committee Member has about nine brothers on their contact list.

Contact three members each month-happy birthday, Merry Christmas, Happy Easter, First Degree Anniversary Date, charity event-ask to help and bring family.

NAME	DATE	BY EMAIL-PHONE-IN PERSON
NOTES:		



AN EXERCISE IN CONSISTENCY

A good exercise to focus on is to pick a communication strategy that will get the member's attention.

This communication could be anything, a web post, an email or a physical letter.

Communicate to each member in the manner in which he is used to communicating.



COMMUNICATING WITH YOUR MEMBERS



What will you hear? What do you say? How do you respond?

An opening question is a good place to start:

"Hi (name) this is (my name) from your council. How are you doing?"

Then listen. He may say something like,

"Fine"

which probably means, *'Why are you calling me?'*. Time for a soft phrase.

"We hadn't seen you for a while and we were wondering what was going on."

"We thought you must be pretty busy, and just wanted to touch base with you quickly"

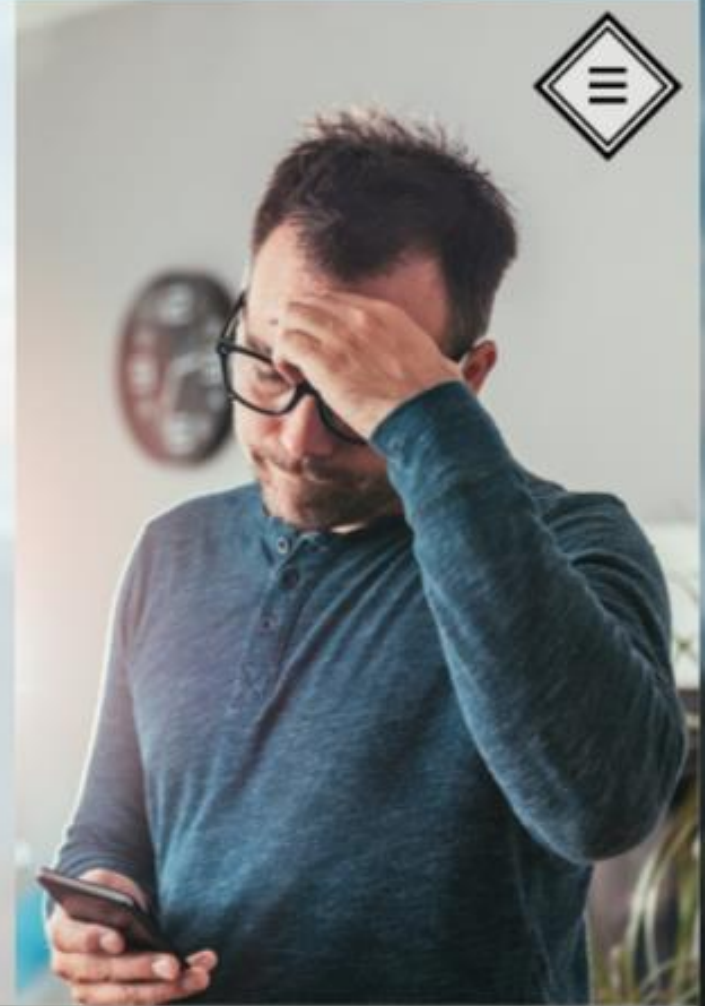
"Is everything ok?"

DISCUSSING UNPAID DUES

What will you hear, what do you say, how do you respond when you are speaking to a member that is behind in paying dues?

What you might hear:

- Not interested anymore
- Nothing for me
- I'm too busy
- My kids are too busy
- I don't want to be an officer
- I came to events and no one acknowledged me
- I don't know anyone in the council anymore
- I don't want to discuss it



SAYING GOODBYE



Respond with apologies and problem solving.

"(His name), on behalf of our council let me apologize for letting you down."

"What were your expectations when you joined?"

"What didn't we do?"

"We are looking to fix these oversights."

"Will you help us get better?"

Now listen and take notes.



PRINT LEADER RESOURCES

Membership & Recruitment Manual
Leadership Resources Manual
Star Council Award
Member Interest Survey

PROGRAM RESOURCES

Shining Armour Award
Building a Domestic Church
Faith in Action
Fraternal Training Portal
Open Enrollment Microsite



STRATEGIC RESOURCES

Pastor Engagement
Parish and Community Focus
Congruent Vision and Mission Focus
Pastor Engagement



SUMMARY



This is the end of this course you, as a fraternal leader,
Should now be able to:

- **Articulate** the core reason for membership loss is the failure of officers and members to attract and engage members in council faith-filled action
- **Create** a council culture based on the tangible value for each member
 - the member is looking for value from his council
 - each member brings value to his council
- **Identify** why your council has lost members in the past and how to take action steps today to create a culture of member retention, thus preventing future losses and retaining members for life
- **Employ** effective personal communication and engagement methods that bring meaningfulness to membership
- **Implement** member retention culture through engagement