

## A Collection of Ideas Membership Growth and Retention

- Red Badge– big deal when completed
- Orientation sessions – all attend
- Exit interviews (go to their house, invite for a drink – get a real reason)
- EREY for membership
- Be a “major donor” in membership
- Partner with PR chair
- Membership packet for new member
- Assign team of 4 to new member (introduce to members, orientation, mentor for red badge, attendance)
- Have new member sit at registration desk
- Put 8-10 people on a team at random, then assign project
- Classification talk – new and long term do each other’s
- Monthly meeting – Members forum – get things on the table
- Blocks of time for projects (vs. ongoing commitments)
- Lunch BAG – Bring a Guest (bags put on table to take home for next meeting)
- Casual Monday cocktails
- \$50 credit toward dues for new member
- Invite spouse/friend/parent to induction of new member
- Be specific about service opportunities
- Allow monthly billing
- Financial disclosure statement (what \$ goes to RI, etc.)
- Meet at homeless shelter, serve meal then meet & eat
- “I miss \_\_\_\_\_” – target to re-invite
- Use Sgt. at Arms for recognition
- Foundation alums – honorary members
- Fireside chats for orientation
- Go to their business to invite them to join
- Recruitment focus mtg w/special speaker
- Varied induction ceremonies
- HS Student of the Month
- Membership chair called each member asking for 10 new prospects
- Not everyone comfortable asking – use skills
- Assign subcommittees (retention, classification, recruitment, application evaluation, new members, termination/departure)
- Send letter to 40 under 40, or Leadership groups