

LODGE MEMBERSHIP & DEVELOPMENT NEWSLETTER

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ISSUE #6

Membership ~ Our "Life Blood"

Welcome 2010! And Happy New Year to everyone! This is the time of year that we hear the word "resolution" quite a bit. And for most of us, our resolutions start off great, but begin to slip within the first couple of weeks of setting them. Our intentions did not change, just our implementation did. So instead of talking about "resolutions", where the word signifies that something was "resolved" or "completed", perhaps we should change our terminology and use the word "goals" instead, as it means something we are working towards. When it comes to membership, each of us should have our own personal goal as to how many members we would like to sign up along with an overall goal of sign-ups for our Lodge. This is the perfect time to kick around some numbers with your fellow Elks and set a membership increase goal for the year. Then break that down in smaller pieces: the number per month, and further into the number per week. Now the first powerful thing about goals, which most people miss, is that they must be written down!!! It is proven that written goals come to fruition more often than those we just talk about. Set your numbers "in stone" and make sure they are in a place where everyone can see the progress you are making, because the second powerful thing about reaching goals is to have a visual means of seeing your progress. Try this at your Lodge, and for yourself personally this year. It is motivating and a lot of fun too!

Time for a Challenge.....

Set up a dry erase board at your Lodge showing the yearly goal of new members you want to add in 2010. Divide the total by 12 so you have a monthly goal. Then further divide that by your current members and challenge each of them to work at their individual goal of how many new members they will each sign. Keep your chart current and visible so everyone can see the progress. Watch the excitement as membership starts to grow. Create competition by setting up timeframes. Write It, Visualize It, Achieve It!!!!

WAYS TO BOOST MEMBERSHIP

- ◆ Get everyone on board and excited about setting new member goals
- ◆ Put member's names on your chart with their goal
- ◆ Create friendly competition among your members
- ◆ Give recognition to all who take part in reaching the Lodge goals
- ◆ Email me for past copies of our newsletters for even more tips (use email below)

WE WELCOME YOUR IDEAS!!!

JOHN KIRKCONNELL

G.L.C.

MEMBERSHIP,
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