

# LODGE MEMBERSHIP & DEVELOPMENT NEWSLETTER

JULY 2010

ISSUE #12

## *Membership ~ Our "Life Blood"*

This issue is a bit late as I am just returning from my first Elks National Convention, which was held in Orlando, Florida. I was amazed and thrilled to be a part of this great gathering of Elks. The training was outstanding and the opportunity to meet so many Elks from across the country was a real privilege.

One of the prominent themes throughout the trainings was that we must become more aggressive in retaining members. Our terminology will change from "lapsation" to "delinquent" and our stance will be that **WE WANT YOU BACK!!!** With this in mind, we will be taking a look at our Membership and Development Committees, making sure there are at least 3 or more persons in place working aggressively on member retention. These persons will be comfortable with picking up the phone and contacting our delinquent members, finding out why they have not been involved, and working on bringing them back into our Lodges. The Committee will get lists from the Lodge Secretary of those members who have not been around in the past 2 or 3 years and a campaign to contact these delinquent members will be launched. Also, meetings will be set up with your Lodge Membership team so we can check on your progress, see what is working, what is not, and work towards better results. Make sure you have the right people in place, and if you are that person, make sure you are ready to do what your Membership position requires.

**BE LOUD, BE PROUD, BE VISIBLE!!!!** This is a new motto you will be hearing soon. With that in mind, look at each word and see if you are being heard, standing proudly, and visibly representing Elkdom every day. Don't wait for it to catch on through someone else's example. It all begins with YOU.

### *Time for a Challenge.....*

I have mentioned previously about wearing your Elks "gear" everywhere you go. Nowhere was this more prominent than at the convention. It was easy to tell that an Elks gathering was happening. This should be our example every day, not just during a convention. Our Elks gear gives us a great way to start conversations and let others know what we are all about. And it fits right in with our new motto! Let's put it on people!

## WAYS TO BOOST MEMBERSHIP

- ◆ Membership teams should be 3 or more persons strong per Lodge
- ◆ Choose people that enjoy making phone calls
- ◆ Lodge meetings must be in place to monitor progress
- ◆ Wear your Elks gear every day
- ◆ Email me for previous issues of this newsletter

## WE WELCOME YOUR IDEAS!!!

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