

LODGE MEMBERSHIP & DEVELOPMENT NEWSLETTER

NOVEMBER 2011

ISSUE #19

Membership ~ Our "Life Blood"

Has everyone noticed how fast this year has disappeared? When it comes to growing our Membership, and gaining back Delinquent Members, there is no time to waste. Every day counts. Every effort counts. When do you get your Committee pushing out letters and making phone calls? **NOW!** A letter is great, but a phone call is more effective every time. Remember the dollars you have invested in gaining your Members. If you don't retain your Members, all of that investment is lost. Many of you are so close to a Plus 1 gain—it is truly within your reach!!!

If you are waiting for a Delinquent Member to come back on their own, or to contact you about their Membership, you have a very, long wait. Achieving a Plus 1 means being PROACTIVE. So..

- >Put articles in your bulletins
- >Post notices at your Lodges
- >Challenge EACH Member to **sponsor ONE**

With a bit of work and cooperation from your Members and Committees, we can reach a goal of overall Plus 1 for our State. If you have a Committee that is not actively working towards this goal, replace them with Members who are not afraid to pick up a phone and dial out!

Get your Delinquent Member list and find out the names of the people who sponsored the Delinquent Member. Call that Elk and enlist their help gaining back the person they sponsored in the first place. If sponsoring a new Member was important to them before, retaining that new Member should certainly be important to them **NOW**. (There's that word again!!)

Don't let the hectic holidays distract you. Discipline yourselves to set aside a short amount of time each day to place 5 phone calls. This can be done quickly and efficiently. Be the example of what you would like everyone else to be doing. It all starts with YOU.

Time for a Challenge.....

The links to these logos are within the email containing this newsletter. Take them and use them on every piece of correspondence that you use at your Lodges!!!



Elks Care - *Elks* Share

WAYS TO BOOST MEMBERSHIP

- ◆ Put articles in your bulletins
- ◆ Post notices at your Lodges
- ◆ Encourage each Member to sponsor ONE new Member
- ◆ Email me for previous issues of this newsletter
- ◆ I am available to help support you in your efforts

WE WELCOME YOUR IDEAS!!!

LEO BLANCHETTE
G.L.C.
MEMBERSHIP,
AREA 1

~ ~ ~

DAVID CIOE, PER,
ER
CHAIRMAN, LODGE
MEMBERSHIP AND
DEVELOPMENT
EMAIL:
INFO@DCIND.COM

