



BEST PRACTICES for Member Retention

TOPIC	GOOD	BETTER	BEST
NEWSLETTER	Publish & distribute a bi-annual newsletter.	Publish & distribute a quarterly newsletter. Print and mail newsletters to non-emailers.	Publish & distribute a bi-monthly newsletter. Print and mail newsletters to non-emailers.
			Feature <i>Lifetime Members</i> in the Chapter Newsletter and provide short biography.
EVENTS / GATHERINGS	More than one chapter event per year, in more than one location.	Three or more, chapter events per year. Include lunches or single day gatherings.	Involve the Chapter membership in selecting locations for events.
		Make activities and events welcome to both couples and individuals.	Send personal invitations to members who have never attended or haven't attended recently.
LEADERSHIP	Have multiple leadership and volunteer opportunities available to engage members.	Have one or more <i>New Members</i> assigned to a committee.	Give every member the opportunity of serving on a committee or in a leadership role.
COMMUNICATIONS	Assign one or more members to send birthday cards, get well cards, etc.	Set up a <i>phone tree</i> to check in with members once or twice per year.	Chapter Leadership regularly communicates any news of members' health issues, special anniversaries or recognitions with rest of Chapter membership.
	Distribute an annual Chapter Membership Directory to all <i>Active Members</i> .	Conduct a <i>Wellness Check</i> on all Lifetime members once per year.	
		Request any corrections or additions to personal contact information be sent to chapter membership chairs and then forwarded on to National.	

NEW MEMBERS	Welcome <i>New Members</i> with personal notes, emails.	Distribute a Chapter Membership Directory to <i>New Members</i> upon joining.	In their first year of membership, make 6 personal contacts to <i>New Members</i> .
		Feature <i>New Members</i> in the Chapter Newsletter and provide short biography.	Assign an Active Member to connect with a New Member that lives nearby. Encourage “ride-sharing” to events & gatherings.
MEMBER RETENTION	Set an annual retention goal for New Members ~ 30%	Set an annual retention goal for New Members ~ 40%	Make at least 2 personal contacts to any Non-Renewals before April 1.
	Set an annual retention goal for all <i>Active Members</i> ~ 70%	Set an annual retention goal for all <i>Active Members</i> ~ 80%	Set an annual retention goal for <i>New Members</i> ~ 50%
			Set an annual retention goal for all Active members ~ 90%

