

# IDEAS FOR MEMBERSHIP RETENTION!

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## 1. Assign Welcome Committee.

- At least one member assigned to welcome members at the door.
- Assist in finding place to sit. There is nothing worse than going from table to table where napkins are thrown across the chair as being “saved” and they are not asked to join the group.

## 2. Make members feel special.

- Listen to their ideas.
- Ask about their talents– use them in areas where they shine.
- Call them by name.
- Appoint them to committees.
- Ask them to work on special events or projects.
- During upcoming campaigns, ask them to head up or at least get involved in volunteer projects such as telephone banks, working in candidate offices or voter registration. This will educate them in the election process & keep them interested.

## 3. Introduce members at every meeting.

Make special effort to introduce the new or prospective members. Tell them how glad you are they are there. If you do this at every meeting everyone will begin to feel welcome, comfortable and important.

## 4. Recruit elected Republican women in to your clubs.

This will peak the interest of members since they will have an inside track on information and get to know the officials.

## 5. Review old membership lists.

Keep track of “old” members who have not renewed dues or dropped out. Call to invite back. Ask why. Listen to concerns. Do something about it. Be sincere. If they do rejoin, continue to check with them to see if their needs are met.

## 6. Provide excellent programs.

Members will want to be a part of the club.

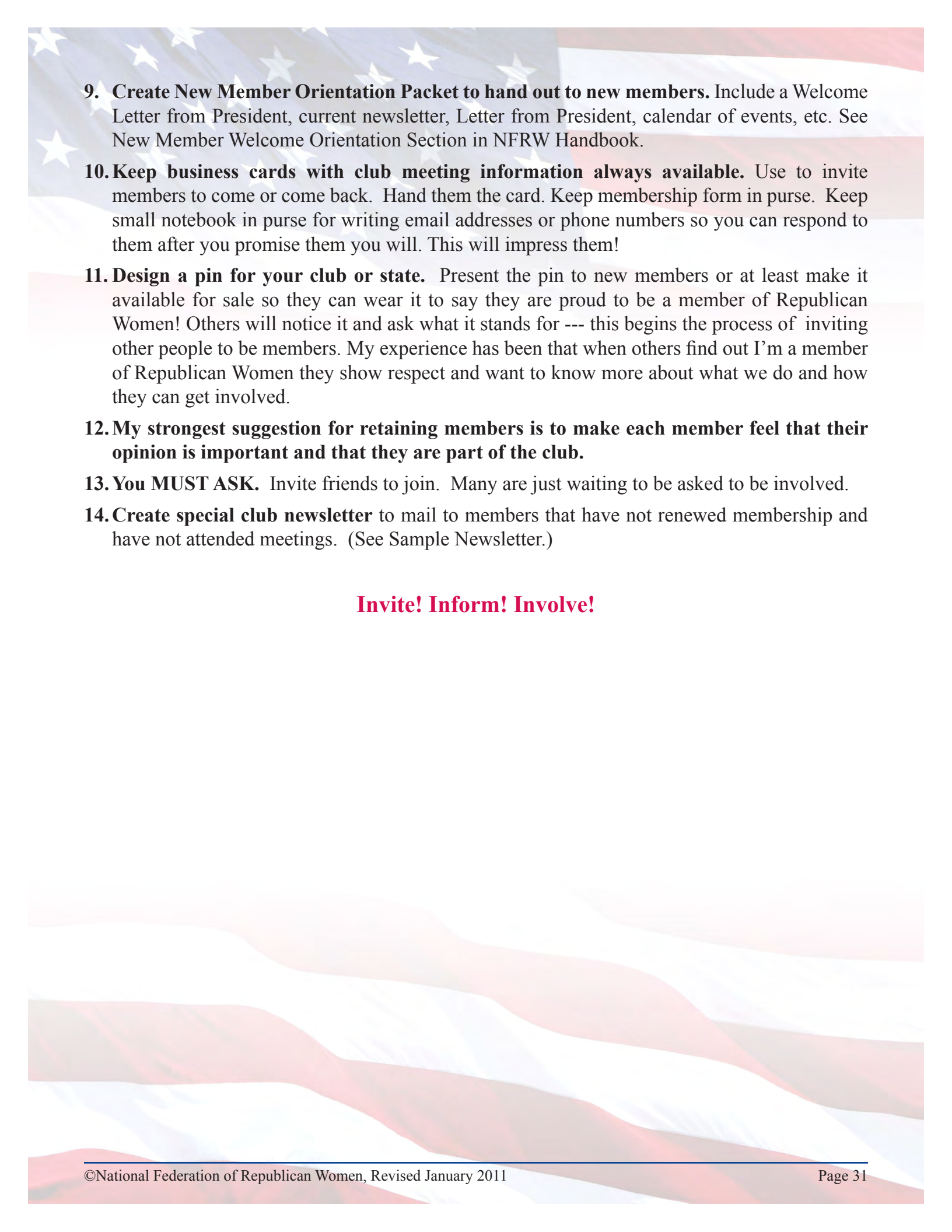
- Educate members in current events and current issues.
- Day at the Legislature should be a highlight of the year.
- Attend NFRW Legislative Day in Washington, D.C.
- Invite local and state candidates to speak to your club.

## 7. Keep members abreast of issues.

Answer their concerns.

## 8. Offer programs they could get no other place else at this price!

Examples: Governor or candidates, Congressional Delegation, Republican National Committeeman and Woman. (If state party brings a speaker to your state perhaps you can also book the speaker for your club and not have to pay the entire bill. Being able to see a high profile Republican will make members want to get involved and stay involved.)

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- The background of the page is a stylized American flag, with the stars and stripes visible. The text is overlaid on this background.
- 9. Create New Member Orientation Packet to hand out to new members.** Include a Welcome Letter from President, current newsletter, Letter from President, calendar of events, etc. See New Member Welcome Orientation Section in NFRW Handbook.
  - 10. Keep business cards with club meeting information always available.** Use to invite members to come or come back. Hand them the card. Keep membership form in purse. Keep small notebook in purse for writing email addresses or phone numbers so you can respond to them after you promise them you will. This will impress them!
  - 11. Design a pin for your club or state.** Present the pin to new members or at least make it available for sale so they can wear it to say they are proud to be a member of Republican Women! Others will notice it and ask what it stands for --- this begins the process of inviting other people to be members. My experience has been that when others find out I'm a member of Republican Women they show respect and want to know more about what we do and how they can get involved.
  - 12. My strongest suggestion for retaining members is to make each member feel that their opinion is important and that they are part of the club.**
  - 13. You MUST ASK.** Invite friends to join. Many are just waiting to be asked to be involved.
  - 14. Create special club newsletter** to mail to members that have not renewed membership and have not attended meetings. (See Sample Newsletter.)

**Invite! Inform! Involve!**