

# KEEPING YOUR MEMBERS: THE ART OF RETENTION



## 1. COMMUNICATE THE “VALUE” NOT “FEATURES” OF YOUR MEMBERSHIP

Don't try to sell people on staying by highlighting what 'gifts' or rewards they will receive. Engage them with why staying involved meets their interests and enhances their lives and communities.

## 2. RESPECT YOUR MEMBERS' TIME

Plan meetings and events carefully and be sure they begin and end on time. Creating (and sticking to!) an agenda is always a good idea.

## 3. BE INTENTIONAL ABOUT COMMUNITY BUILDING

Often people stay involved because they feel like an important part of the group. Make time to build community and potentially create a buddy system to check in on each other regularly.

## 4. ENGAGE NEW MEMBERS IN BUILDING THE GROUP

The best recruiters are your members, so tap them for ideas and to do outreach. Encourage them to actively participate - they can help attract other new members and fresh ideas ensure that programs and events remain relevant and engaging.

## 5. CONDUCT REGULAR MEMBER CHECK-INS

Schedule a check in with all members at least 1 - 2 times a year to make sure that they are fully engaged and committed. This is also a great time to listen - not all members may feel comfortable sharing their ideas in front of the larger group.

## 6. DEVELOP A SHARED SENSE OF COMMUNITY

“Sense of community is a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together” (Dr. David McMillan, 1976). Shared emotional connections, common goals, and identifiable symbols/logo are key to building connections between members.

## 7. ALWAYS REMEMBER KEY DATES!

Remember important markers in the lives of your members and celebrate group anniversaries and other festivals/holidays.

## 8. REGULARLY CELEBRATE ACCOMPLISHMENT

Always recognize member achievements and celebrate wins both large and small.



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