

Retention



Agenda

- The power of communication
- Engaging your members
- Engagement techniques
- Final tips & takeaways

A woman with long blonde hair and glasses, wearing a patterned blouse and dark pants, stands in a meeting room, gesturing with her right hand. She is addressing a group of people seated at a table. The room has large windows in the background, showing a cityscape. The text "The power of communication" is overlaid on a semi-transparent white box in the center of the image.

The power of
communication

Power of Communication

Communication is the process of exchanging information, ideas, thoughts and feelings through verbal, non-verbal and written forms. The power of communication lies in its ability to connect, persuade, inform and inspire.

Importance of communication: effective communication is essential for building and maintaining relationships. It helps to establish trust, understanding and resolve conflicts. Clear communication helps set expectations, delegate tasks and coordinate efforts.

It is crucial to ensure all members have the information they need to stay informed, make informed decisions, boost morale and help them achieve their goals.



Engagement

Engaging your members

Maintain interest: the fundamental reason most women drop their membership is that they lose interest. Women of Today was not as rewarding as they had expected. Other activities offered new and greater challenges.

“We must realize the tremendous competition for time.”

Find out why they left. Contact members who did not renew and ask them if they will share the details of why they left. Make notes and share with the chapter.

Ask the member if they would be willing to give the chapter a second chance. Offer to bring the challenge to the membership to review and outline how to prevent this from occurring again. Offer the member a peace offering.

Engaging your members

High Quality Meetings: we need to keep the quality of our meetings high as well as the ability of those who run them. If not, members may become disillusioned about the quality of the organization they joined. Be sure to utilize an Agenda to outline topics or activities that you want to cover during the meeting.

Good Leadership: it is important to have leaders share their experience with Women of Today. Their loyalty to Women of Today conveys a positive message that this organization is worth their commitment.

Strong Support System: A strong support system and encouragement keeps members from getting “burned out”. Offering a helping hand to members to keep the workload balanced.



Techniques

Enhancing members participation

Effective engagement techniques

More than just a worker: Include members in on a variety of events. If they feel they are only a worker, they may lose interest. Keep members challenged with new opportunities so each can develop to their own potential.

Personally ask members to participate: the number one cause of inactivity is that members are not personally asked to worked on projects. A new member or an inactive “seasoned” member needs to be reminded the benefits of being active.

Sense of belonging: Members join to feel a part of a group. Make sure everyone feels welcome and appreciated. Say Thank You often.

Effective engagement techniques

Involve everyone: If members see one person or a small group organizing and working on all the projects, they may feel they are not needed because they see others do everything on their own.

Welcome new ideas: Ask all members if they have any new ideas. Be open to new projects and new way of doing things.

Attitude: Project a positive attitude about your position, project and membership. I want to share a word that an MNWT chapter MVP shared with me: “Greatitude” great attitude, show gratitude. Her chapter members were walking into the chapter meeting with bad attitudes and so she made them all walk back out and asked them to check themselves and come back in with a new attitude.

Effective engagement techniques

Encouragement: Who doesn't like to hear good things about themselves? Letting a member know they would be a good project chair or board member can go a long way toward building their self confidence. It will also make them feel like a valued member of your chapter.

Ask them to renew: If a member is never asked to renew, they won't feel welcome or appreciated. They may not even know their membership is up for renewal. You need to give everyone the opportunity to remain a part of this wonderful organization.

Know your Membership



You cannot begin to know how to retain members if you don't know who they are. Check on the health of your chapter by answering the questions below:

Average age of members?

Average length of membership?

Best month for signing new members?

Where members are concentrated geographically?

Best Trimester for membership renewals?

Any out-of-pocket expenses for members?

Utilize STEP 2, 3 & 4

Get members active in projects

Encourage meeting attendance

Promote officer or LPM positions

Encourage attendance at district, state and national meetings

Use awards, incentives and recognition

Hold membership socials

Use a newsletter

Create a calling **committee** for meetings or events. Offer them a ride.

Have chapter president or board members send out notes to members

Hold renewal ceremony

Final tips & takeaways

Seek feedback

Reflect on program balance

Explore new opportunities

Have members set personal goals

Iterate and adapt



Thank you
