



Guide

Retention

Navy League of the United States
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Retention—the Key to Success

Solve the Retention Problem –Here’s How

Contents Include:

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Overview

“Retention can only be realized if it is council driven. The councils that have impressive retention rates really care about their members—enough so, that they ask them what they would/would not change in the council.”

Goal: Find out why members are not renewing and how your council can better involve members in a way that will improve retention.

Of course that goal is to increase the retention rate in your council. What is important is to involve your members and to find out why your members are leaving. The key is to take the information you learn and create new council programs and activities that improve the quality of your members’ experience. How do you accomplish this effort? Enclosed are a few ideas.

Retention is an ongoing process, and it begins from the moment a new member joins. Retention must focus on involving members and listening to their ideas, then planning activities that will keep them involved. When a member feels that he or she is not being heard, they will drop out. Of course there is more to retention, and that is why this Retention Guide was created. This information comes from successful councils and other professional retention programs.

A personal visit or contact is the most effective retention tool. If a survey or letter is used to get information, it is also important to follow-up with a telephone call or visit. The personal touch ensures that the proper information is reaching your members/former members.

Attached are samples and camera-ready artwork—all you have to do is photocopy it and send it out. We tried to do some of the work for you, but there is one thing we can’t do—namely, send it out and give the member the personal contact he or she needs to stay active.

Also attached are letters that should be printed on your council’s letterhead. Please personalize where necessary. Additionally, there are surveys that can be readily photocopied or easily revised to meet the needs of your council. This document is available electronically from Navy League Headquarters or on the NLUS website www.navyleague.org.

Personal contact is the key element in getting members and former members to renew!

Remember, to grow membership a council must recruit two new members to replace one lost member!

DO YOU HAVE A RETENTION PLAN?

If you want to keep members, you need a comprehensive retention plan, to include:

- Recruitment
 - ✓ Who can be a member of the Navy League? *Anyone!* Ask friends, relatives, co-workers, community leaders, local business members, and everyone you encounter to join the Navy League.
- Orientation
 - ✓ Hold a briefing or short meeting before or after each meeting (or at least quarterly) to inform new members about national and local Navy League issues, events, etc. (Sample New Member Orientation follows); ask them to volunteer for a council activity at the orientation session.
- Involvement
 - ✓ Ask each new member to complete a survey indicating their interests. Respond to the survey by placing the new member immediately on a committee or special activity in their area of interest. This survey is best completed during the orientation session.
- Renewal
 - ✓ Ask for members' input after they have been members for 6-8 months. They will feel the council is interested in their opinions and your asking should help retention. Don't forget about your continuing members; periodically send them a survey about activities or involvement.

Council members can usually be categorized into four groups:

- On the roster, but non-involved
- Attends meetings and events
- Volunteers for activities.
- Volunteers to serve in a leadership role through the board/committees.

A comprehensive retention plan will have strategies to move members through these stages. Strategies for getting members increasingly involved must be woven throughout all council activities.

Here's a 6-step process for establishing an effective retention plan:

1. Establish a Retention Committee and set retention goals.
2. Establish a New Member Orientation Program. Sample program content is included in the Welcoming New Member Guide. Include a new member survey in the orientation program and try to get the survey completed during the orientation program. This program can be completed at every event for new members in attendance (15-minute program).

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3. Establish a New Member Hosting Committee using the Welcoming New Member Guide to set the duties and responsibilities of hosts. Hosts can also be responsible for completing the New Member Survey.
4. Use surveys to find out what your members want from the Navy League. Three surveys should be created and used: 1) New Member Survey, completed by every new member; 2) Member Interest Survey, administered every two to three years (at the Annual Meeting of Members is an ideal time); and 3) Former Member Survey, provided to every former member so they can tell the council leaders why they dropped their membership. *Most important: follow-up by sharing the results with your members and acting on the results!*
5. Track and contact members whose membership is expiring. The Online Community can provide a Report to the Retention Committee listing members whose membership will expire up to 120 days in advance. Each member should be contacted by phone, if possible, to ask the member to renew. Members in their first year of membership should be contacted by their host. Each council should have a Council Fact Sheet that details the council's annual activities, especially activities related to our Navy League Mission and Goals. Focus should also be on community involvement and partnerships, which are important to our younger members. This list should be shared with the member to encourage them to continue supporting these valuable activities.
6. Recognize your retention efforts. Celebrate when retention goals are met, giving credit to key individuals for their retention efforts: hosts, committee members and council leaders. Use your council's 12 annual Certificates of Appreciation when warranted. Remember: *Good efforts that are not recognized are in danger of becoming extinct!*

WHERE DO YOU START MEMBER RETENTION?

Right here, right now!

How it works:

- Elect or appoint a Retention Chair or Vice President
 - ✓ This position is one of the most important in the council.
- Select or appoint a Retention Committee.
 - ✓ The size of the committee will depend on the size of the council.
- Retention begins as soon as a member is recruited, transfers, or joins by other means.
 - ✓ A copy of the new members' completed application should be routed through the council to quickly capture information for the next council communication (newsletter, Web page).
 - ✓ A welcome aboard letter should be mailed immediately with a member interest survey (better yet, institute a New Member Orientation Program).
 - ✓ Navy League Membership Certificate (available from National) should be presented at the first meeting the new member attends.
 - ✓ New member survey should be collected at the first meeting (preferably during their New Member Orientation session).
 - ✓ The last council newsletter should be mailed or given to the new member.
 - ✓ The sponsor or assigned host should be given the name(s) of new member(s); the sponsor/host should personally invite the new member to attend the next council function. The sponsor/host should introduce the new member at the first meeting attended.
 - ✓ The names of new members should be listed in the welcome aboard section of the next council newsletter and/or posted on the council website.
- New Member Orientation (see New Member Orientation Plan on page 13).
 - ✓ Attending orientation is crucial for retention since it allows new members to get quickly involved in your council since orientation should include volunteer opportunities.
- Special Contact with first-year members:
 - ✓ 3 months – A retention committee member should call the new member about three months into their membership to be sure they are receiving *SeaPower* magazine and any council mailings. This is a good time to get their first impressions and suggestions.
 - ✓ 6-8 months – Send a short survey to ask their opinion of council activities. (You can use the enclosed member survey or make your own). This communication will let them know you care about their opinion and serves as a retention tool since they will be receiving a renewal notice soon.

President's Role

- The Council President assigns a Retention Committee Chair/Vice President from members of the Board of Directors.
- Form and empower a **Retention Committee** to plan a comprehensive retention program for your council.
 - ✓ Make the Retention Committee highly visible, recognizing that it is one of the most important committees functioning in your council.

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- ✓ Establish a vision for the future of the council and explain the committee's role in achieving that future.
- ✓ Set retention goals and request retention reports at every Board of Directors meeting.
- ✓ Personally recognize new members from the podium at first meeting; ask the sponsor/host to introduce the new member.
- ✓ Participate in the "New Member Orientation".
- ✓ Implement a Retention Recognition Program (Step 6, above).

Committee Roles

Listed below are specific committee functions which may be sub-committees of the Retention Committee or duties of the Retention Committee. The size and delineation of your committee structure will depend greatly on the size of your council.

Welcoming Committee

- This committee acts in the role of host/hostess during council functions.
 - ✓ Seeks out new members and guests and introduces them to members during the social.
 - ✓ Introduce assigned new members and guests during the meeting.
 - ✓ Identify new members with a different color name tag; for example, some councils use the following scheme:
 - ◆ Blue for Members
 - ◆ Gold for new Members
 - ◆ Red for Guests
- This committee's procedures and duties are described in the complimentary NLUS Guide "Welcoming New Members".

Retention Committee

This committee develops and implements the comprehensive retention plan and tracks/reports retention goal attainment. Retention programs must be woven throughout all council activities.

- ✓ Works with a Retention Goal endorsed by the entire committee by consensus.
- ✓ Consistent and interesting programs improve retention.
- ✓ Opportunities for involvement in council events, cruises, etc. improve retention.
- ✓ Opportunities for volunteers on committees and in council leadership roles.
- ✓ Lots of recognition for all contributions no matter how small.

Retention Principles

This Council Guide offers ideas for retention programs. Select the ones that best fit your council.

The main idea is to do something and track retention results.

- Establish a monthly calling program to call all members in the retention cycle (pending renewal, suspended or former). Members in the retention cycle are identified in council reports, which are available from the Retention Committee Chair/Vice President (see next item). Some members may have simply overlooked their renewal or felt they couldn't get involved. Let them know the council needs them and ask what program, activity, event or committee they would like to join.
- Your Council President, Council Treasurer, and Council Contact can all use the Navy League's Online Community to obtain retention reports. The Online Community Reports include a list of all members terminated in the past two years. The Committee could conduct

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a council phone-a-thon at a large office. Several enthusiastic Navy Leaguers working together one evening twice a year can dramatically improve a council's retention.

- ✓ Prepare a script/questionnaire for telephone calls to terminated members to determine why they left the council. (A sample questionnaire is attached.)
- Recognize long-term members (5, 10, 15 years or life) with attachments to their Name Badge at meetings.
- Encourage life member conversions to solve the retention problem permanently.
- Provide awards and incentives for those members who are making demonstrable effort in retention regardless of their results. Celebrate measurable success.
- Create a Member Interest Survey and distribute it to existing members to identify what activities they most and least prefer doing. Ask them, "If you ran this council, what would you be doing differently?" "Why?" Make it safe (i.e. confidential) for members to respond. **Remember, there is no such thing as a bad idea; some are just better than others.**
- Ask sponsors to personally invite their new members to the next council meeting and to introduce them.
 - ✓ Some members are great recruiters, so let them recruit. Assign a host/hostess to introduce the new members and to call and invite them to the next meeting. **Make sure every new member feels welcome at their first meeting.**

Involve Members

- Invite new members as guests at Board of Directors meetings.
- Ask new members to volunteer for either standing or function committees. **Most new members are waiting to be asked.** They normally will not initiate the volunteer process.

General Council Activity:

- Publish the council's retention percentage in the council newsletter and/or webpage. ***Retention is every member's job!***
- Recognize and reward council members who bring back the most former Navy League members.

Other:

- Region and Area Presidents publish council retention statistics. (The percentage is on monthly membership reports and available as a report in the Online Community)

Why Do Navy League Members Join?

An extensive survey was completed in 1999 with Navy League members answering questions about their satisfaction with the Navy League. The results are insightful and should help us design our Retention Strategy.

What are the strengths of the Navy League?

The top four strengths identified were:

1. Support and recognition of sea services personnel;
2. Influence legislation that supports the sea services;
3. Provide opportunities for young people; and
4. Support the community.

Correspondingly, two strong weaknesses were identified:

1. Lack of awareness and interest at the council level; and
2. Aging membership.

What are the most compelling reasons to join the Navy League?

The top four reasons to join were:

1. Want to support the sea services;
2. Patriotism;
3. Interest in Navy League Programs (especially youth programs); and
4. Membership benefits.

What is most satisfying about membership in the Navy League?

There were five responses most cited:

1. Participation in social programs at the local level;
2. Opportunity to tour ships and interact with enlisted personnel;
3. Support of the sea services;
4. *Sea Power* magazine; and
5. Support of youth programs (scholarships, Sea Cadets).

Question: Does your council provide activities for members of all ages?

Why Do Navy League Members Drop Out?

1. ***Not part of the group***: Due to many factors: “clique”...No “Welcome Aboard” Letter/Reception...Few, if any, members talk to them at meetings...No **real** opportunity to make new friends...major age difference.
2. ***Nothing worthwhile to do***: Only meetings with speakers. Council doesn’t do anything. No family oriented activities. Not asked to serve on a board/committee/project team/etc.
3. ***No contact with active duty Navy, Marine Corps, or Coast Guard***, except speakers at meetings. No trips to bases...visits to ships...no “day-at-sea”...no military people visit the council or homes of members. No awards for outstanding sea service personnel provided by council
4. ***Council doesn’t sponsor anything***: No Sea Cadets...no NROTC...no ship...no base...no NRJOTC...no active military unit. (Largely a Social Club)
5. ***“Navy League was not what I expected”***: **Incomplete** explanation of the Navy League’s Mission and Goals (one-on-one) prior to joining. No information bout Council activities/membership/etc. and National activities. No explanation of specific opportunities/challenges available to a new member.
6. ***“We can’t play golf on the Base anymore”***: These members joined the Navy League for the wrong reason – to have the Sea Services serve them! Even worse, the council may have made promises that can’t be kept. We exist to serve the Sea Services, not vice versa.
7. ***Other***
 - A. **Wife Drops Out** because husband is a member and she continues to get all benefits.
 - B. **“Too Involved”**...other groups offer more relationships and/or challenges.
 - C. **“Too Old, Can’t Attend Meetings”**...Council has failed to point out the importance of the support for Sea Services. Meeting location and time not conducive to older member attendance. No process to provide transportation for those who can’t drive.
 - D. **“Local Meals/Meetings Too Expensive”** Local evening meals are now \$25/per person or more. Less expensive events not available.
 - E. **Move/Death** These are not **“controllable losses”**!

Question: Do you know why your members are leaving?

Retention Committee Plan

Objective: To implement and maintain an ongoing retention program for the _____ Council, Navy League of the United States.

Scope: Provide annual revisions to the council's retention program, implementing new ideas and ensuring that all objectives of this committee are met through comprehensive planning and monitoring.

Plans for an effective committee:

1. **Committee size:** This will vary depending on the size of your council, but no committee should be smaller than **five (5) members**. A large council may want to have **one committee for member retention** and a **separate committee for Community Affiliate/Corporate/Business Associate retention**.
2. **Committee Member Term:** Members should be encouraged to serve at least two years to give them time to learn the retention process and be better able to offer suggestions to make the retention efforts more successful. No more than half the members should be changed each year, so that there will be members who understand the objectives and importance of the committee. **If members enjoy the committee, leave them on permanently—the more members, the better.**
3. **Set Goals:** **Goals motivate members to perform their duties. Retention programs without goals are like a ship without a rudder.**
4. **Telephone Survey.** Your Council Contact can access the Online Community and print out a list of all “Suspended” members in your council at the beginning of each month (after National Headquarters “closes” for the previous month). This report should be given to the committee so that each person can be called and asked to rejoin (A sample telephone script is enclosed—revamp it to fit your council.) Some committees prefer to call everyone who is 4-6 weeks from letting their membership lapse. The Online Community Reports feature provides you a list of expiring members any time you want to access the report, thereby giving you an opportunity to call prior to membership expiration.
5. **Letter Survey.** **Letter surveys are less effective than personal contact or telephone calls to members.** However, if you are unable to reach a member by telephone or do not have enough help to do the telephone survey, a letter is the “next best thing.” Include a cover letter to tell them they are missed and you want them back, plus a survey to ask for their input about council activities. These letters can be sent to third notice members or members already placed in the “suspended” category.

The key is to simply ask.

6. **Sponsors or Assigned Sponsors.** Ask, encourage and remind all members who sponsor a member to write their recruit(s) a personal note, and/or call to invite them to the next meeting. If someone joins through direct mail or without a sponsor, be sure to assign a host/hostess. Sponsors/hosts should introduce the new members during their first meeting and escort them during the social period.
 - **Good recruiters are not necessarily good retention people.** If a member is a great recruiter and adds many new members to your roster, assign other members to act as sponsor/host. **Let the great recruiter keep recruiting.**
 - Your Committee might use small note cards to give to the sponsor/host before each meeting. The card will remind the sponsor/host of their duty so they will have no excuse for forgetting to send a note to the new recruit(s).
7. **Accountability and Recognition.** The Retention Committee is one of the most important committees in a Navy League council—without members we cannot fulfill any of our mission. So recognize these committee members in your council newsletter and/or on your council website. Ask the chairman to make reports on your retention progress each month, and be sure to recognize all the retention committee members for a job well done.

New Member Survey

Name: _____ **Phone Number:** _____

Email Address: _____

How did you learn about the Navy League: (Please circle appropriate answer)

1. Someone asked me.
2. Know someone involved.
3. Newspaper/Navy League Website/Other media.
4. Former service member who had contact with Navy League.
5. Received information in the mail.
6. Corporate/Community Affiliate member.

Listed below are activities we support throughout the year. As a new member of our council, we want you to select the area or areas in which you have the most interest. We need your participation to offer interesting and worthwhile events and activities for our members and community. If you cannot participate at this time, please list your interests for future involvement. **Our Council Needs You!**

Activity	Volunteer Now	Areas of Interest for future Involvement
1. Serve as an officer (Circle one) Yes No Position:		
2. Committees		
A. Retention		
B. Membership		
C. Youth Programs		
D. Newsletter Editor or Webmaster		
E. Sea Service Support		
F. Programs		
G. Awards		
H. Family Support/Active Duty Spouse		
I. Ship/Unit/Facility Adoption		
J. Community Affiliate Recruiting		
K. Speakers Bureau/Public Education		
L. Other (list)		
3. Event Greeter/Welcoming Committee (welcome members and guests at an event. Indicate preferred month)		
4. Military Ball		
5. Fund-raising		
6. Social Activities		
A. Golf		
B. Tennis		
C. Cruises		
D. Dances		
E. Other		

Do you have ideas for new or different programs which will help us better educate the community about America's need for strong maritime defenses or to offer improved support of our men and women of the sea services? (Please describe on back)

Return to: **(Name)**
 (Address)

Welcome Letter

Dear _____:

Welcome to the _____ Council, Navy League of the United States. As a member of our council, you support the worldwide mission of the Navy League as well as local projects.

We have programs and special activities which support the men and women of the sea services and provide information and programs to educate our community about the importance of sea power to our nations' security and continued economic well being. We have adopted ships/units which give us an opportunity to provide direct, hands-on support to the men and women who work for our freedom.

It is important to our community and the nation to support the development of our nations' youth. Our initiatives include local and national scholarship programs, support of our Sea Cadets, and sponsorship of other youth programs such as NROTC and N&MCJROTC units.

On a more personal note, membership in our council will offer you a networking opportunity with military, community and business leaders. You will enjoy the camaraderie of our members as we work together to fulfill the mission of the Navy League, or to simply enjoy each other's company in different social settings.

All of these activities are achieved through the involvement and teamwork of our members. A new member survey is enclosed to identify your interests and to ask you to volunteer to help support our programs. Please complete this survey immediately and return it in the enclosed envelope.

We hold monthly (quarterly, etc.) (business meetings, events, activities, etc.). Our next activity will be _____, on _____ at _____ p.m. at _____. We would like to introduce you at this event. The Council Board of Directors meets monthly; our Board meetings are open to all members.

We are pleased that you have decided to become a part of the Navy League and look forward to working with you in future activities. Please call if you have any questions.

Sincerely,

Council President
Membership Chairman

Enclosures: 1. Survey
2. Return addressed envelope

New Member Orientation Plan

If you have a large council, form a committee. If you have a small council, select 3-4 members to execute this program.

Objective: Orient new members in the mission of the Navy League, explain how it works, and explain your councils' purpose and activities.

Scope: Provide all new members with sufficient information to become involved in council activities and receive all benefits of membership.

When: As soon as possible after a person joins.
Conducting a 15-30 minute session before or after each regular activity is the optimum time. An alternate plan is to offer a special session quarterly for new members. The special session could also be held 30 minutes to an hour immediately before or after a scheduled event or a Board meeting.

How: Have a well-planned program which explains:

- a. Mission and goals of the Navy League
- b. Overview of the Sea Services
- c. Activities & adopted/sponsored units of the local council
- d. Council Annual Plan (activities, events, meeting, programs)
- e. Special activities or events
- f. Describe how the new member can become immediately involved (Have new members fill out the "New Member Survey" during this session. When complete, advise the member of his/her committee and introduce him/her to the committee chair.)

The key to retention is finding something for everyone who wants to participate.

More Ideas:

1. Periodically (quarterly or twice a year), have a special social for new members who joined since the last social.
2. Name badges are a great way to bring attention to new members during council meetings. Color coded badges can be used to identify new members. For example:
 - a. Blue for members
 - b. Gold for new members
 - c. Red for guests.
3. Assign a sponsor/host to introduce new members during the pre-meeting social and during the meeting. The sponsor/host escorts the new member for the duration of the first meeting attended. Often the first meeting sets the tone for the new member's involvement. So, make them feel immediately welcome.

Suggested Council Telephone Survey for Terminated Members

Hello, my name is _____. I'm calling from the _____ Council of the Navy League.

We noticed that you have not renewed your membership and are concerned. Your membership and support has been a vital part of Navy League's efforts to support the men and women of our Navy, Marine Corps, Coast Guard, and Merchant Marines, as well as educate our community leaders and support our youth programs. Review Council Fact Sheet to summarize council activities needing support.

We've missed you and would like you to continue your involvement. Would you renew your membership today?

If yes, would you like to put the dues on your credit card?

If yes, as VISA or MC or American Express

Card# _____ Expiration date: _____

Name as it appears on the card: _____

Yes, but no credit card: Ask the person to send a check to you or offer to stop by and pick it up—don't wait for the next meeting.

If no—We are sorry you have decided not to renew. Do you mind answering a couple of questions to help us find ways to improve our council programs?

1. Did you like the council activities and programs? Yes No
If no, why not?
2. Was the meeting time and location convenient? Time? _____ Location? _____
Suggestions?
3. Were you involved in any council committees or offices? Yes No
If no, why not?
4. What could we have done to keep you as a member? For example:
_____ Improved or different programs. Such as?
_____ Opportunities to become more involved
_____ Additional benefits. Please share examples:
_____ Other suggestions
5. What is your *primary* reason for not renewing?
6. (Add questions your council needs to know—local dues too high, family events desired, etc.)

Suggested Council Letter Survey for Terminated Members

Dear:

We are disappointed that you have not renewed your membership. Your membership and support has been a vital part of the Navy Leagues' efforts to support the men and women of our Navy, Marine Corp, Coast Guard, and Merchant Marines.

Now more than ever, the Navy League and our council need your continuing support. It is the strength of our membership that enables us to keep the American people and Congress informed of the need to insure that our sea services remain strong and fully capable of providing for our national defense. As the War on Terrorism continues, we must remain steadfast in our efforts to maintain a strong national defense for us and future Americans.

You are also needed to help meet the mission of our local council. As we continue programs to educate our community, to provide opportunities for our youth, and to support the men and women of the sea services, your continuing support and involvement is critical to our success. A council fact sheet is attached to demonstrate the programs and events needing your support.

On a personal basis, we would also like you to be part of our social activities. Spending time with individuals who have similar interests and beliefs is very rewarding.

If you have simply overlooked returning your renewal notice, please do so today. If you have misplaced your renewal notice, simply complete the enclosed form and return it today. You may also renew online with a credit card at http://www.navyleague.org/membership/individual_membership.php.

Please complete the enclosed survey to help us understand how we can better serve our members. You may sign it, or simply return the questionnaire anonymously in the enclosed envelope. Your response will help us improve our program and activities. Even if you decide not to renew, we invite you to use the questionnaire to let us know how you feel.

The Navy League needs you!

Sincerely,

Name
Council President (or) Membership Chairman

Enclosures: 1. Return Envelope
 2. Application (fill out member's name and number)
 3. Former Member Survey

Tips:

1. This letter can be sent when the member is placed in the "Suspended" category.
2. There are three enclosures: A return envelope and an application with the members' name and number filled in (to make renewal more convenient and more likely) and a Former Member Survey.
3. This letter should be sent out monthly to gain maximum benefit from your effort.
4. The Former member Survey should include the return name and address. Added questions could concern local dues, more family events desired, etc.

Former Member Survey

Please help us improve our council by answering these questions.

We are sorry you have decided not to renew your membership. We ask you to complete this questionnaire to help us improve our council programs and retain members.

1. Did you like the council activities and programs? YES/NO If no, why not?

Which programs were most attractive or interesting to you?

2. Was the time and location of events convenient? YES/NO Are changes needed?
Time?

Location?

3. Were you involved in any council committees or offices? YES/NO
If no, why not?

4. What could we have done to make your membership more meaningful and to keep you as a member? For example (check all that apply):

___ Improved or different programs. Such as?

___ Opportunities to become more involved.

___ More and/or better benefits. Examples?

___ Other suggestions:

5. What is your primary reason for not renewing?

6. (Other questions)

Name: _____ **(optional)**

Return to: (Name)
(Address)

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(Revise this survey to fit your council activities and get your members' opinion periodically)



IMPORTANT: MEMBER INTEREST SURVEY

This survey takes only a few minutes and will be an important aid for improving our council. Please be completely honest in your answers. Your answers will be completely confidential.

1. I prefer evening/dinner events. _____Yes ____No
Why?

2. I prefer luncheon events. _____Yes ____No
Why?

3. Regardless of when the events are held, I will not attend. _____Yes ____No
Why?

4. I would attend more events/programs on the following topics/activities:
A. _____
B. _____
C. _____

5. I have enjoyed the programs and guest speakers during the past year. _____Yes ____No

6. For new programs I would like to see:
A. _____
B. _____
C. _____

7. I am happy with the councils' support of our local Sea Cadet Program _____Yes ____No

8. I would like to support the Sea Cadet Fund Drive as in the past. _____Yes ____No

9. I like the annual (_____) because: _____

10. I do not like the annual (_____) because: _____

11. Additional suggestions, comments, complaints. Please be completely honest in your remarks.

Signed: _____ (Optional)

Return to: (Name)
(Address)

HOW TO GET HELP WITH YOUR COUNCILS' RETENTION PROGRAM

National Vice President for Membership:

The National Vice President for Membership monitors the retention rate for all councils and regions. He/she is also a great source for developing your retention plan.

Region and Area Presidents:

Area Presidents are responsible for helping to improve their areas' retention rates. Call your Area President to seek assistance. He/she may have a National Director near you who can assist your council to improve retention. The Region President may have appointed a Region Vice President for Membership & Retention, another resource for your council.

National Headquarters:

National Membership Director – Available by calling the NLUS toll-free number, 800-356-5760. He/she can offer assistance in establishing a retention program and share ideas from other council leaders.

Terminated Membership Lists – You can access a list of your terminated members for almost any period via the Online Community Reports feature. Obtain a list of all terminated members during the past six months (or any other period available) and hold a phone-a-thon to ask them to rejoin. Organize a special group to get together in someone's' office for a couple of evenings and contact everyone on the list. Or, divide the terminated members among Retention Committee members to contact. Be sure to give the committee a specific time frame to make the calls and return the responses to the Retention Chairman. Recently terminated members are usually easier to get reinstated into your council.

Renewal Dates –You can easily access member expiration dates via the Online Community Reports feature. Retention should improve if these members are contacted about renewing before their membership expires. New Member hosts should be in frequent contact with the new member during their first year of membership.

New Member Certificates – Retention starts when a member joins, so make the new member feel immediately welcome. These certificates are available from NLUS Headquarters membership staff. Present one to each new member at a council event.

Council Retention Workshop – This workshop contains ideas for recruitment, retention, and program/event planning and can assist your council in preparing a comprehensive retention plan. The workshop can be scheduled by contacting the Senior Director of Regional Activities at NLUS Headquarters.

National Meetings:

Workshops are offered to address recruitment and retention issues. There are also opportunities to talk with seasoned Navy League leaders who have a lot of experience and expertise in recruiting and retention. There are two meetings each year: the Annual National Convention, and a Board of Directors Meeting.