

The highlights of our Council Retention Program are as follows.

Don Anderson

1. Every month, we review both our lapsed and dropped listings and request and receive expanded listings from the HQ membership team.
2. The lapsed members are priority and we try to contact members by both phone calls and emails, but find personal phone calls produce better results. I break down the listings and assign contacts to each of my Retention Team.
3. Time permitting, next, we attempt to contact those members on the dropped listing starting with those members dropped in 2021. We have had limited success, but have a several members dating back to 2019 renew their memberships.
4. We also review the new and renewed membership listings to be sure the renewed members are listed as active members.
5. Each month, we also review the 30 day renewal notice listing and before the 30 days notice expires, we attempt to contact those members who have not renewed, asking them to renew.

The above steps our Council takes to retain our membership has resulted in our 96% retention rate. I will also state, our Council aggressive Retention Program takes an inordinate amount of time to be successful.