

Good afternoon,

The best strategy for recruitment and retention is to be active (we support several units, youth groups and STEM) and to have meetings that are fun and interesting. We have monthly dinner meetings with a cash bar (and drinks are very inexpensive), a catered dinner and we have interesting speakers. We don't do much business at the meetings ... the business is done at the Board Meetings so that we can keep our dinner meetings fun, interesting and short!! We average 70+ people at our monthly meetings!

For recruitment we also have developed our own brochure which many of us keep on us at all time. And we have a notice about our dinner meetings in the newspaper with a comment that you do not need to be a veteran to attend or join. I have attached a copy of our brochure ... it would be nice if National had a brochure in a word format that every Council could modify for their own use.

For retention we review the 30/60/90 day about to lapse members and reach out to them to remind them to renew. We have a dedicated team of people that look at this, and since we also make monthly phone calls to our members to get RSVPs for our monthly dinner meetings, we also remind those on the list that it is time to renew. Personal contact with members that have lapsed or are about to lapse seems to be the best way to get them to renew.

Please let me know if you have any questions.

Cheers, Bonnie Potter