



Keys to Successful Member Retention

Member Involvement

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Member Retention



Member Involvement

Membership Loss Statistics

55% of new members tend to be lost in the first three years.

47% of non-renewals did not take one class

69% of non-renewals did not have a merit mark.



Turning These Trends Around

Develop goals with dates - Plan

Number of members to be retained

Include number of new members to be gained this year

Include a plan for new members to become involved & active



Turning These Trends Around

Remember

A 1% net growth is each squadron's goal from national!



Turning These Trends Around

Planning Committee

- Bridge Members
 - Commander, X/O, A/O, Secretary
- Membership Chair
 - Member Involvement Chair
 - Youth Activities Chair
- Activities Chair(s)



Tools

- ❖ New Members Welcome Packet
- ❖ New Member Orientation Manual
- ❖ Membership Manual
- ❖ MIRA Awards
- ❖ Bowsprit Program



Turning These Trends Around

- ❖ Put your plan in writing
- ❖ Include Milestones
- ❖ Include Timeline
- ❖ Define Committees



Turning These Trends Around

Work Your Plan



Goals to consider

Percentage of class size -

15% - 20% should be obtained from each class.

- Consider giving more boating courses, seminars, coffees for experienced members
- Review the recruitment methods



Goals to consider

Plan should contain

- Percentage of 1 - ? to retain
- Percentage of ? – 10 years to retain
- How to thank 11 - ?? year members



Member Involvement

New Member decisions

- Schedule Orientation
- To mentor or not to mentor?
 - And if so how?
- Do we put them on a committee now or later?



Member Involvement

New Member Welcome Packet

- ✓ Name tags of a different color
- ✓ Newsletter / Roster
- ✓ Letter (card) from Commander thanking new member for joining.
- ✓ Coupon redeemable for free dinner at next meeting.
- ✓ Education Schedule



Member Involvement

New Member Orientation Social

(Given a time of joining)

- Present Orientation PPT
- New member handbook
 - Share squadron customs & traditions
- List of committees and what they do.
 - Postcard to return for joining a committee



Member Involvement

Share Squadron Customs

(Given a time of joining)

- Potlucks – Socials - what to bring
- Christening of new boats
- Seminars Planned, Course offerings
- Squadron logo and clothing



Member Involvement

New Member Mentors/Greeters

- ❖ Should it be a committee?
- ❖ How many to greet at each function?
- ❖ Should they be called weekly, monthly, quarterly?



Member Retention

Plan(s) for members who have belonged under 2-4 number of years?

How to get them involved?

- *VSC's, Coop Charting, Community Outreach??*
- *Educational Seminars, Courses, Teaching, Proctoring*

When and how often to contact them?

ASK for their commitment



Member Retention

Plan(s) for members who have belonged
under 6 – 10 number of years?

Do we put them on a committee?

Can we use the same plan that was
developed for new members?



Rules to Remember

It takes three times of telling someone something to get his/her attention.

Newsletter

Phone committee

Email reminders

Meetings/Flyers/Gatherings/Mentoring



Rules to Remember

Rules to remember

- Start slow and adjust your plan(s) as needed
- Disregard negative suggestions
 - *“Tried that and it failed”*
 - *“We don’t do it that way”*



Rules to Remember

Effective change and growth takes time

- Call on other squadrons for input & help (Plan combined event)
- Ask help from District leaders
- Use the tools supplied by National
- Invite the Ambassador to assist
- Always review your plan with others, repeatedly!



Use your Newsletter

- Write about past, present & future events
- Do member profiles
- Use a motivational messages from your commander
- Thank people often and congratulate their accomplishments
- **BE POSITIVE**



Other Contact Methods

- Phone
- Post Cards
- Email reminders
- New members – Ask for their help!



Other Contact Methods

Divide list into member types

- Non-involved, long time members
- Active members – call for special events
- Uninvolved members - Call
- New members – Ask



Membership Committee

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Recruiting/ Power of One –

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Retention/Ambassadors/First Timer's –

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www.usps.org/national/membership

You are the “U” in USPS



Start Planning Now!