

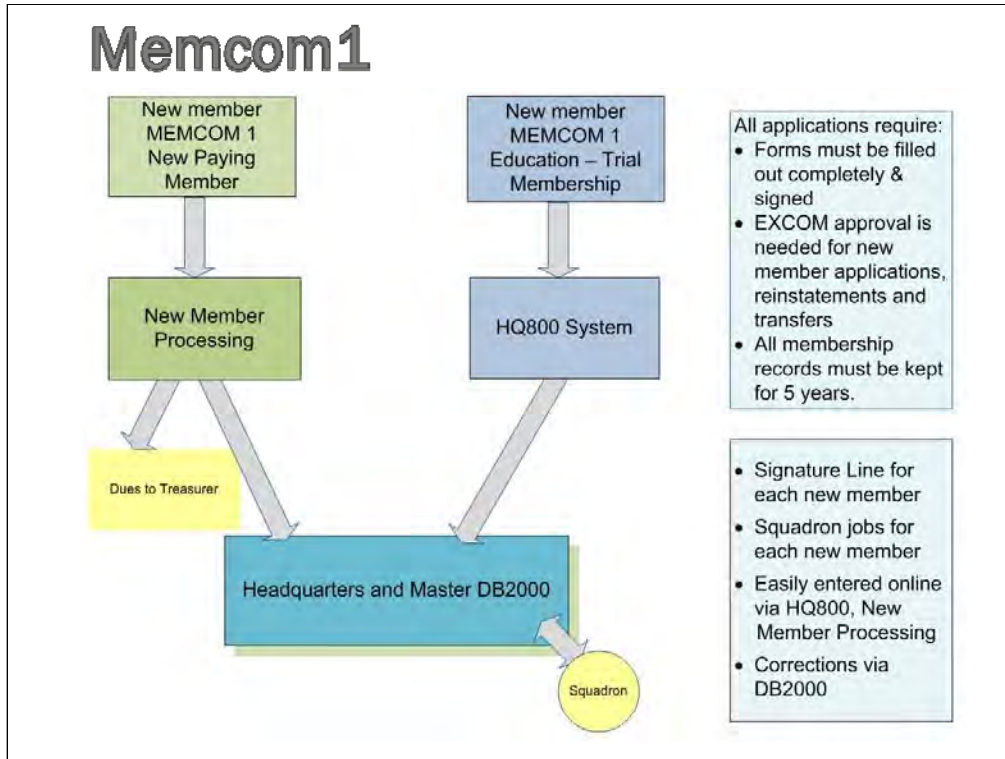


BARS - Belong, Achieve, Recognize, Status

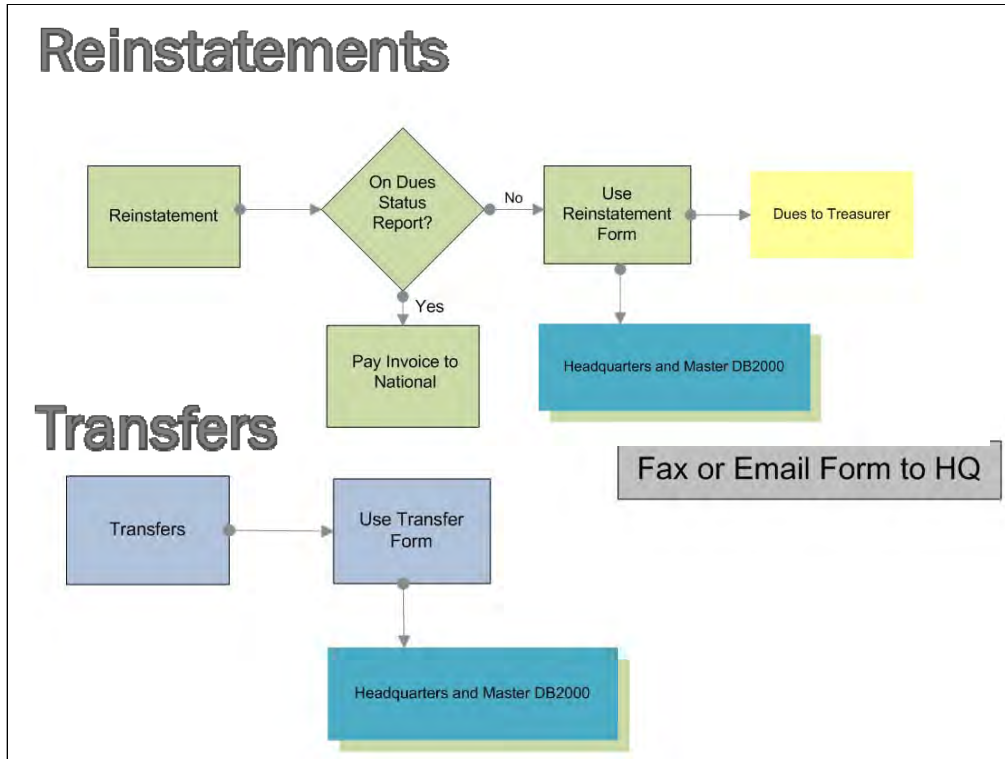
BELONGING - RECRUITING

- Forms
 - Memcom 1
 - Reinstatement
 - Transfer

MEMCOM has revised the MEMCOM1 Form , Reinstatement Form and Transfer Form. The processing of these forms has changed significantly.



Look at MEMCOM1 Processing from both the new member who pays and the new member who takes the ABC3 course and chooses the six month trial membership. (Explain slide)



Explain Reinstatements and Transfers Emailed because of new signatures.

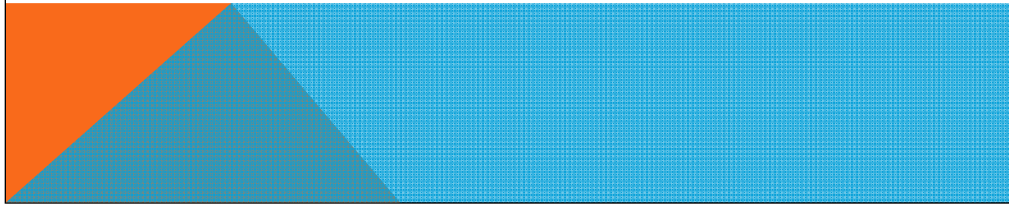


In the past two years we have instituted Unified Membership, Cyber Squadron and Trial Membership.



Achieving – Involvement

- New Members
- Members
 - Less than 3 years
 - Greater than 3 years
- Renewals



Member Involvement can be broken into three areas.

New Members

First Six Months Is Most Critical

Now is the time to get them involved



Communicate
Communicate
Communicate

Quarterly phone contact

Monthly emails/postcards

One of the necessary things

New Members– Recognition

First six months

“Do we have your information correct?”



Oh look!
Information
about us!



New member names shown in newsletter .

Article written about new members as they get involved.

New Members need to they are wanted and cared about!

New Members - Recognition First Six Months

- Invite to a meeting to get “pinned”
- Work closely with SEO
- New Member Orientation
- Complete a course
- Come to a meeting/function

Greeters help everyone feel welcome!

Rotate greeters through the year

New Members

New Member Welcome Packet

- Roster of Officers
- New Member Handbook
- Letter of Welcome
- Seminar Schedule/Help Wanted
- List of Benefits

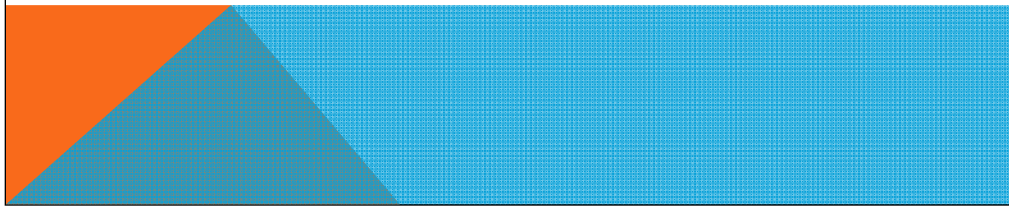
Help wanted – List of jobs that the squadron need. Let them choose what they want to do not what the squadron thinks they should be doing.

Consequences range from just doing a not very enthusiastic job to walking away from the squadron.

Membership Involvement Achieving – Involvement

Active Members = Volunteers

Inactive Members = Supporters



Membership Involvement Achieving – Involvement

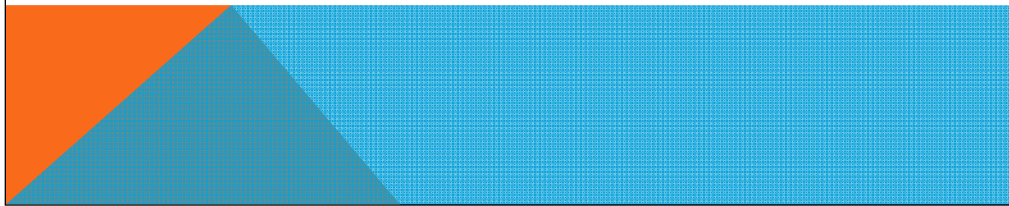
Inactive Members / Supporters

- Contact Must be a Priority
 - Birthday (Postcard)
 - Renewal Thank you
 - Newsletter
 - Ask - Ask - Ask

Minimum contact is twice a Year

Membership Involvement Achieving – Involvement

- Small*** manageable tasks
with a beginning and end
- Must match their interest/ability
- Good reason for doing a task



Membership Involvement

Achieving – Involvement

- Instructions – written if necessary
- Opportunity to provide feedback
- Value for the time given

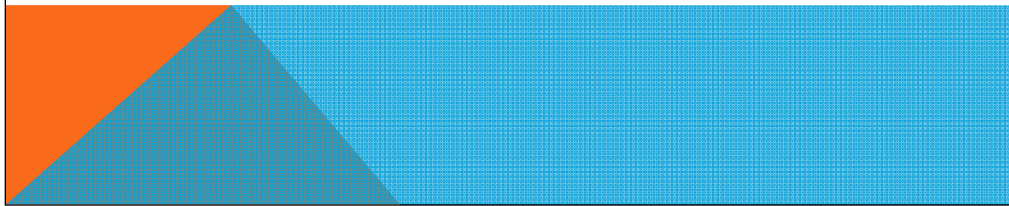
Friendship – Fun – Group Support

Chance to Give Back to Community

Membership Involvement Achieving – Involvement

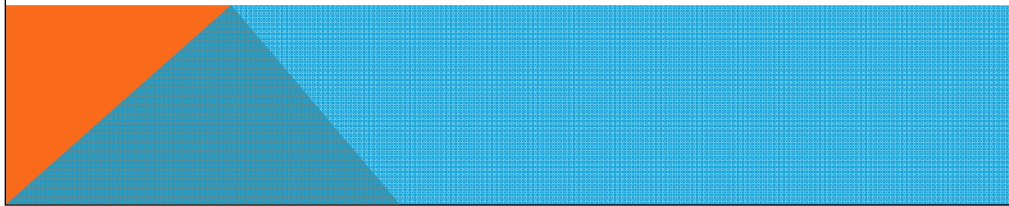
Remember –

Volunteers keep a mental list of what
they give &
what recognition they get in return!



Membership Involvement Renewals

- June – month for renewals
- Best tool –
“ONLINE DUES COLLECTION SYSTEM REPORTS”
- Best method –
Personal phone call







Understand Recruiting; Understand Involvement-

New wrinkle – Baby Boomers

Generations – Boomers

Offer flexible work schedules

Short-term Volunteer opportunities – clear beginnings and endings

Positions that can lead up to a larger position

Example – Boating Course – Proctor, lesson, lessons, Course Chair

Bar at a function – bar tending, buying liquor, in charge of the bar function

Loyalty is to project not us

Market your nonprofit always – future member

Want to be a part of an organization they can help back a cause.

More about Baby Boomers and their behavior at the annual meeting.

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 Squadrons = small organization smaller organization recruit one at a time – using Trial Membership helps – but mentor one at a time.

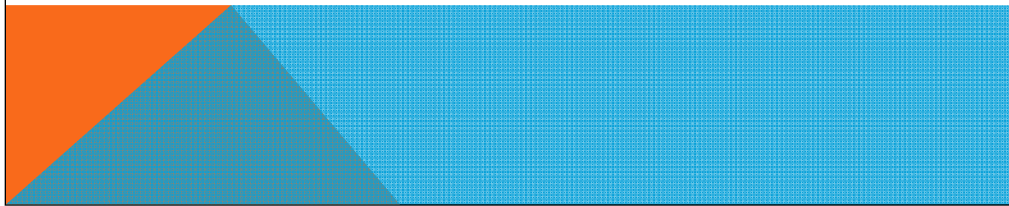
District = Middle or medium organization - Run by committees, groups – Council/Past Commanders have to give up control for the District to move forward.

USPS = Large organization

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TO ALL USPS MEMBERS -

Volunteers are not paid –
not because they are worthless,
but because they are priceless!





Thank
you for
coming

