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Official Communication for May 4, 2015

A New Year Has Begun!

Moose – Build Our Foundation



Building our membership to make the Moose stronger at the core level will be our commitment during the “**Moose – Build Our Foundation**” campaign year, May 1, 2015 – April 30, 2016.

Last year we emphasized the children at Mooseheart, our seniors at Moose haven, and the communities in which we serve during the “Moose – Back to Basics” campaign. This year, we will focus on growing our lodges and chapters – our foundation – in order to support these core values.

In 2014-15, our lodges, chapters and Moose Legions struggled to maintain their membership levels. Despite a modest goal of “Plus 1,” meaning one more active member on the rolls as compared to the end of the previous year, most fraternal units failed to grow individually and therefore, our membership regressed as a fraternity. In order to grow our foundation of members to support our key endeavors, we need to refocus our efforts in production and retention. This means creating higher value at the local and International levels so that members don’t hesitate when a renewal notice arrives. Utilizing proper new member orientations and creatively implementing your lodge/chapter’s Preferred Member Program are just a couple of suggestions for realizing a successful year of membership growth.

Membership materials were mailed to all Lodges last week and should be arriving at the Lodge any day, if not already. Materials have also been put on the Moose International website and can be used to promote “**Moose – Build Our Foundation**”. Women of the Moose materials will be mailed out with other materials later this month.

Unlike other years, however, the new campaign is just the start of a new membership value initiative. **At this year’s International Moose Convention in Nashville, a very important, long-term program will be announced that will supplement this annual campaign and others for the foreseeable future.** Details of this exciting new program will be available to all members after the Convention on the Moose International website and future issues of *Moose* magazine.