

Subject: 150904 Official Communication - Attend A Regional Membership Growth And Retention Workshop!

Official Communication for September 4, 2015

Attend A Regional Membership Growth And Retention Workshop!

This fall, the Moose International Membership Department will be conducting a series of regional workshops to discuss recruitment and retention challenges, as well as methods to address common issues expressed by Lodges and Chapters throughout the Fraternity.

Scheduled workshops include:

- October 17th – Ocala, FL Lodge 1014
- October 17th – Bridgeport, CT Lodge 289
- November 7th – Ventura, CA Lodge 1394
- November 21st – Woodstock, IL Lodge 1329

What you will learn from attending:

1. Results of a survey of dropped members outlining **the most common reasons individuals do not continue as members** of the Moose
2. Strategies for **retaining members through communication, programming and activity tracking**
3. **Onboarding recommendations** for new members
4. Highlights of the **new Member Rewards program** and how you can take advantage
5. Communicating **the value of the Moose** to potential members
6. **Best membership practices** from around the Fraternity

Details:

- All interested Loyal Order of Moose or Women of the Moose members are invited to participate
- There is no fee to attend
- You may attend any workshop on the schedule, regardless of your location
- All workshops run from 10:00am – 3:00pm, allowing most individuals the option of driving in and out the same day
- A working lunch is provided by each Lodge at a cost of \$7.00 per attendee. Cash will be collected at the Lodge the day of each workshop.
- All workshops are business casual-to-casual dress
- Sessions are meant to be interactive between participants and presenters. Please bring questions and suggestions
- Please check the lodge websites for any evening activities prior to or following the workshops
- **RSVP's are required** to attend in order to allow for the proper amount of materials and food
 - Email the following information to the appropriate address below: Membership Growth and Retention Workshop (followed by) Your name; MID#; lodge/chapter #; lodge/chapter office you hold (if any); names of others accompanying you; a contact phone #
 - For Ocala: jmonk@mooseintl.org (RSVP Deadline: Weds. Oct. 7)
 - For Bridgeport: hchase@mooseintl.org (RSVP Deadline: Weds. Oct. 7)
 - For Ventura: cvolden@mooseintl.org (RSVP Deadline: Weds. Oct. 28)
 - For Woodstock: sbaikie@mooseintl.org (RSVP Deadline: Weds. Nov. 11)

Questions?

Please email the contacts above for information pertaining to a specific site