MEMBERSHIP RETENTION DO'S & DON'TS OF KEEPING CLUB MEMBERS

Adapted from the University of Notre Dame Office of Student Activities

Too often, clubs focus on club recruitment without taking the time to work with new members and getting them acclimated into the group. The following are some suggestions to help increase membership retention efforts.

- **LEARN THE NAMES OF THE MEMBERS AND USE THEM!**
  (Not only in meetings but make friends outside meetings; followers are more likely to follow if they have a personal relationship with you!)

- **GET TO KNOW EACH OTHER**
  (The more you get to know each other, the more likely the group will work better together.)

- **BE POSITIVE AND SMILE!**
  (Folks like being around happy people!)

- **TAKE THE TIME TO MEET WITH EVERY MEMBER ON A REGULAR BASIS**
  (Let them know you value them and ask how they think the group is operating.)

- **SPEND EXTRA TIME WITH NEW MEMBERS.**
  (Let them know how they can get involved in the club. A little attention now will pay off big later!)

- **IMPLEMENT A MENTORING SYSTEM WITH UPPERCLASSMEN AND UNDERCLASSMEN**
  (Make new friends and develop future leadership.)

- **ASSIGN TASKS TO EVERYONE--ESPECIALLY DURING PLANNING STAGES**
  (People are more likely to support what they help create.)

- **ASK FOR MEMBERS' OPINIONS**
  (When was the last time someone asked for your opinion?)

- **PROVIDE REDUCED ADMISSION COSTS (OR FREE ENTRY) TO EVENTS**
  (If you get a free ticket to an event, you are most likely to bring a friend, thus potentially doubling your attendance!)

- **PRAISE YOUR CLUB MEMBERS**
  (Simple ideas can reap many rewards.)

- **ORGANIZE A FUN GET TOGETHER!**
  (Get to know each other outside weekly meetings.)

- **LEARN MEMBERS' TALENTS AND PUT THEM TO USE**
  (What better way to get people involved than to give them a task they are good at!)

- **CREATE AN ORIENTATION PROGRAM FOR NEW MEMBERS**
  (Inform new members of the group's expectations.)

- **COORDINATE TEAM BUILDING ACTIVITIES REGULARLY**
  (Have a little fun at your meetings and learn about each others' roles within your team.)

- **BE OPEN AND HONEST**
  (People are more likely to trust you if you are honest; Trusting people are more likely to be motivated to do a good job.)

- **SURPRISE MEMBERS WITH A SPECIAL THANK YOU GIFT**
  (Have a little fun at your meetings and learn about each others' roles within your team.)

- **PLAN AND COORDINATE EFFECTIVE MEETINGS**
  (Know what you are doing and build trust by displaying confidence in doing your job.)

- **REWARD MEMBERS WITH INCENTIVES**
  (Different things motivate different people--find out and follow through!)

- **SAY THANK YOU**
  (These two simple words will get you a long way-use them regularly!)

While it may seem easy to implement one of the motivational ideas above, it may be even easier to set the tone for apathy. Simple phrases or actions may be more dangerous than you realize. Things you should avoid include:

- Showing up late to meetings.
- Not allowing anyone else to give a report at a meeting.
- Sticking to the "traditional events" without creativity.
- Meeting infrequently.
- Not "Doing as you say."
- Failing to give credit where credit is due.
- Telling others how to do their job.
- Not paying attention to group dynamics.
- Failing to address the needs of the members and consider their circumstances.
- Responding to new ideas with statements such as: "Yes, *but*..." or "It won't work"