



## **Growth From The Inside Out - Retaining Members**

### **Retention is the Key**

- We need to make our Optimist Clubs stronger internally
- We have to address the needs of our existing members by developing stronger relationships with them
- We have to watch for and take action against stagnation

### **How to Strengthen Our Club**

- Take inventory - Club Fitness Assessment
- Look at current membership and determine what percentage of members are attending meetings and/or projects (take the number of members attending meetings/ projects and divide by the total members in your club)
- How many members have not been seen for at least a month?

### **What Should You Do?**

- Contact those who have not been seen for more than a month using the phone, email, or text
- Listen intently for why they have been missing in action
- Respond accordingly
- Offer to meet the individual one on one if there are concerns
- Develop a relationship with that person if you do not already have one
- Encourage them to come back into your club and offer them something to get involved in

### **Communication and Relationship Building - Key to Retention**

- New Member Newsletter
- Mentoring
- Check in with people you haven't seen for a while
- Create a Focus Group
- Immediate Engagement
- Member Interest Finder
- Committee Structure
- Get them involved in a Project



## **Growth From The Outside In - New Members**

Recruiting a new member is all about asking. But to be effective you need to know about the person who is being asked and tailor that message so it hits home with them and not the messenger

### **Top Recruitment Tool**

- Each and every club that is functioning properly has this tool
- It is easy to use and requires little individual effort
- It sure beats begging
- And the top recruitment tool at your disposal - PROJECTS!

### **Recruiting Past Members**

- Look at your club roster for people that have left 12-24 months ago
- Contact them to see if their situation has changed and they would consider rejoining

### **Gaining New Members**

- NOW (New Optimist Welcome) Meetings
- 30 Under 30 Program - \$30 for first year if under 30 years old
- Recruit A Teacher - \$30 for first year
- Talk about what we do and that it is fun
- Finding new members using the alphabet; A for accountant, B for Bob the neighbor.....T for teacher etc.
- Find fun speakers and events to bring to your meetings
- When do you meet? Maybe you need to shake things up so potential new members have the opportunity to join your club
- Be proud to be an Optimist; share your scrapbook and ask the potential member to join you at an event.