



## Growth Path of Retention & Membership

1. Focus on getting the right members, those that want to serve and make a difference, but remember, members that only pay dues are important too.
2. Share feelings and the importance of what we do. (Member value)
3. Remind members that they are important and that they make a difference in children's lives and their community.
4. You must reward, recognize, and thank your members often.
5. Present opportunities for training leadership and members both professionally and personally.
6. Encourage a culture of open communication.
  - Frequent, consistent communication, via multiple different channels yields loyal members and strong advocates of your mission.
  - Treat members like a walking checkbook instead of focusing on building relationships with them, and they'll move on to the next cause that catches their eye.
  - If you're only reaching each year during your conferences and conventions, or if the only personalized communication you send is a quarterly newsletter, you're definitely not winning over the hearts and minds of your members!
  - It's time to start communicating better so you can cultivate meaningful relationships. Relationships that last, through good times and bad. Relationships that foster the loyalty of the Optimist mission.
7. Share understandable goals.
  - SMART goals are the way to go.
8. Understand what makes members leave or stay. Ask your members frequently what they like and dislike about what is going on. If you can resolve the dislikes, retention will become less of an issue.
9. Encourage building personal and community relationships

