

Ten Practical Retention Strategies for Club Presidents

GMT Chairperson PCC Steve Glass

1. As soon as possible after a new member submits the application and pays the initiation fee and pro rata dues, arrange for a meaningful induction ceremony. Invite the spouse (if she/he is not already a member) and other family members to the induction.
2. After the induction, make a personal call to the new member within two days to welcome her/him to the club and express your genuine gratitude that she/he is a member.
3. Immediately assign the new member a mentor (may or may not be the sponsor).
4. Seek out the new member's interests, passions, and hobbies and give her/him some service activity to perform *immediately* around that interest or passion.
5. Encourage the new member to invite others to become members.
6. Talk to the new member about some project or issue going on in the club and seek the new member's opinion about it.
7. Constantly emphasize the service projects going on in your club, no matter how small or large, and find some way to involve the new member.
8. Seek the new member's feedback about how satisfied she/he is with their experience within the first two months after they become a member.
9. Try to get the new member to visit another club's service activity or meeting with you and the mentor as soon as possible.
10. Provide orientation immediately to the new member, whether it is one-on-one or in more formal settings – orientation should be a journey without an end.