



## About the Guides

We as a collective we, have been talking about the membership problem for 30 or more years and haven't managed to figure out where to start. Now, with these two guides, we can at least try to implement some of the ideas. Please see: "HOW TO RETAIN MEMBERS and HOW TO RECRUIT NEW MEMBERS".

Dawn Koenning of the Association of Fundraising Professionals, states in the Member Retention Guide, published in 2008 the following information:

1. Have a Vision Statement such as "To proactively recruit and encourage all fundraising professionals to become and remain members by promoting AFP's support, professional assistance, training, opportunities for leadership, and the fellowship of colleagues.
2. Set a Goal for Membership Retention such as:
  - a. Expand awareness of member services and carry out membership retention activities to achieve a year-end retention rate of 90%.
  - b. Send personal hand written note from the President to each member with their renewal form asking them to renew and request their involvement in the club operations for the next year.
3. Set a Goal for Membership Recruitment such as "Carry out membership recruitment activities to increase the Club's net membership to XXX by the end of 20XX.
4. Cultivate increased involvement with AFP among membership constituency by encouraging active volunteering with a club committee.

I can go on and on. We are not the only organization in the world to have membership problems. Check out the websites for AAPL, AAPG, SEG, SPE and NALTA plus many more.

With the economy like it is in the Energy and Allied industries, many of the Companies that we could count on in the past are not doing that now. They will not pay for their employees to join and/or attend the monthly meetings or field trips or seminars.

We have to sell the value of our organization through Education and Self-Development. Education of the energy and allied industries is what our organization was founded on and we have our own Certification Program. Let's use this to promote our organization.

Ron Burton, President of Rotary International (RI) in May of 2014, stated in an article titled, "Why Members Leave and What can we do about it". For many years every person who joined RI another person left. The numbers show that Rotary is not only stagnant but in decline in many areas.

Wow, that's where we are. We are stagnant and in decline. We need to change. Let's explore this.

We need to engage our members in our clubs because we know that without the members being engaged or without a sense of purpose and belonging our members will leave. We need plans to work in different areas of the United States and Canada. There are certain things and items that will work better in some regions than others. ADDC must give flexibility in how they attract members to build a sense of ownership and allow this flexibility based on member feedback.

If we inject enthusiasm into the retention and recruiting members our Club members will respond to the challenge. Put your plans on paper and build the support for them by allowing the members to see them. Come up with a plan to challenge members to accept the fact that they and the club could be more productive if they had more members.

Invite new members to the meetings and give them a reason to stay. Engage them on the Committee level as a member of a committee, not the Chair. You can mentor them so that the next year they might be willing to step up. The key is to give people the opportunity to contribute to the organization.

Maybe your club should consider, breakfast or luncheon meetings to accommodate your members with small children or an aging adult whom they care for on a daily basis.

## Get Excited and Be Visible