



Help Desk - Moose International

E-Mail: Helpdesk@Mooseintl.org

Bulk E-mail August 20, 2008 - Letter of concern to all lodge officers

My Brothers:

For the last couple of years we have been reviewing hundreds of emails, letters, notes and phone calls from members, indicating their concern over the lack of 'customer service' being received at Lodges. While we agree that we do lose some members because of the Lodge Smoking Policy, or because they are unhappy with one policy or another issued by the House Committee, for the most part it appears that we have failed to deliver the product we sold.

- * We said we had a calendar filled with activities for ALL ages
- * We said we were the friendliest place in town
- * We said we assisted members during times of loss
- * We said we visited members in the hospital
- * We said members were our most important asset
- * We said we existed to serve Mooseheart and Moosehaven
- * We said that our operations were centered around the needs and desires of our membership and not those who participated in our programs as guests
- * We said that our facilities were clean and bright and safe
- * We said that the outside appearance of our Moose Homes were inviting and well-maintained
- * We said we existed to make our community a better place to raise our families
- * We said we were fraternal - meaning we really care for others in need
- * We said we were family oriented
- * We said we wanted every qualified resident of our community to become part of our Moose family
- * We said we operated on a basis of 'one for all and all for one'
- * We said membership retention was important to our program of maintaining our defending circle
- * We said membership was the lifeblood of our Order

If the above statements are true, then why do we not see membership on the rise in every one of our fraternal operations? The reason appears to be because, in too many instances, we operate for ourselves and not for the general membership. Keeping our members happy does not seem to be our number one priority.

This being the case, why haven't you registered your bartender, your wait staff, your Social Quarters Manager to attend the 'Bringing Home the Bacon' seminar in Las Vegas this November? This seminar will focus on providing the necessary customer service - in our case - member service - necessary to retain members and obtain new members at a faster rate. Your Lodge NEEDS to be represented.

You should consider the cost of attendance to be an investment in the future of your fraternal operation. Would you spend \$1,000.00 if you felt you would double or triple the income from your social quarters operation over the next year; increase membership production; improve membership retention? If you wouldn't, perhaps you need to question if you, as an officer, understand your responsibility to the members who elected you to serve. In addition, what a perk for your employee(s) to have your board feel they should be sent to Las Vegas to attend the seminar because you appreciate the job they are delivering and feel they can bring back methods to improve your overall operation.

Please see that this is read at your next Lodge Officer's or House Committee Meeting and then select the person you feel will best represent the interest of your Lodge and register them online at www.mooseintl.org. You will be doing what you were elected to do - serve the best interest of your fraternal operation.

Thanks for your support!

Cordially and fraternally,

William B. Airey
DIRECTOR GENERAL