

Moose Legionnaires and Council of Higher Degree members,

Today we posted a couple messages on the web site along with some updated Moose Legion membership production stats. The truth is membership production is OK - but perhaps not great. The other truth is Retention efforts seem to truly suck! We just are not making that personal contact with our members and explaining what they are giving up by not paying their dues.

Now I realize that some of our fraternal units are barely operating or are operating but are not putting on attractive and welcoming programs to keep the interest of some members. Therefore some members do not participate. But there is much more to membership than the local social quarters and a few sometimes boring meetings.

We have kids here at Mooseheart and seniors at Moosehaven - who literally depend on the support of dues paying members. But I sometimes wonder if our members really know just how true that is and how much their support really matters? Are we contacting them and telling them the difference that their membership makes in the lives of those in our fraternal care?

Of course we hear that the economy is bad - people just can't afford membership. I know - My retirement portfolio has had it's own declines and I struggle to keep the household budget afloat also. But we all make choices to do things with our lives. By and large I think people want to do good for others - if they just understood the good that paying their dues accomplishes - it might make a difference.

Also - have we contacted them and explained briefly the member benefits - guided them to the web site or furnished them a brochure and pointed out how they realistically might save much more than their annual dues each year by taking advantage of these Moose Benefits? Lets share some stories of those who have saved. I know personally of members that this has helped to bring back to active status. Many want to know - What's in it for me? We must tell them. It can only work if we share the information.

We talk about setting up a generic script to give our volunteers an idea what to say to those they might call. The Moose-a-thon program is pretty simple really. But it does take some effort. It does take someone stepping up to the plate and leading. Our Council of Higher Degree folks should be assisting. Moose Legionnaires claim to be leaders of this fraternity. Lets get involved in / with the CHD and help them as leaders to work successful Retention programs in our various Lodge, Chapter and Moose Legion units. It is past time to Create Some Interest in Retention. We need to grab our tool belts and go to work - now would be the right time.

Those of you that already are working a program to save members- we sincerely thank you. Please mentor others and share the stories of what you are doing that is getting results. We will not build if we do not conserve the base we have. We need everyone to pitch in and save just a few members each. Collectively it will matter.

Thank you very much and have a great weekend,

Robert A. Neff
Director of Ritual, Moose Legion & Higher Degrees
"On the Move" - to - "Create Some Interest"
in Building through Retention & Production
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Moose Legion Honor Month

Moose Legion Honor Month is now in full swing. Many Lodges have scheduled programs to pay tribute to the Moose Legionnaires for all the work and support they have given over the years.

A special campaign for sponsoring Moose Legion applications in recognition of Moose Legion Honor Month is also fully underway. Each member who sponsors at least two (2) accepted new or former members into the Moose Legion will earn a sponsor award. They must be reported with application dates between December 15th and February 15th to qualify. Please get them secured and to your jurisdiction Secretary as soon as you can so he can get them transmitted.

A Moose Legion travel garment bag will be awarded to each qualifying member. The bag will prominently display the Moose Legion logo on the front. It can be used to transport your regalia or other suits / clothing.

Simply **Create Some Interest** among the members of your lodge. Get a copy of the eligibility list and invite your qualified lodge members to advance to the Degree of Service with you. Don't forget to ask for the former member list also. Often members never really intended not to renew and would welcome an invitation to return to active status. It is up to us to reach out to them.

Guide to Success Handbook

The recently revised "Guide to Success" handbooks are available from Catalog Sales for just \$2.00 per copy (plus applicable taxes and shipping). There is a lot of good information in the book. I encourage you to get a few copies for your Lodge Moose Legion Committee(s). Ask for Item Number 1014.

It is a great tool to help organize the Lodge Moose Legion Committee. It includes a suggested agenda, various references to the Code of Rules, a Moose Legion Orientation program outline and much more. Order several copies and distribute them today.

Ritual and Ritual Competition

The 46th Annual Moose Legion Ritual Competition will be taking place in Tampa, Florida on Saturday, June 30th and Sunday, July 1st 2012. Entry forms are posted on the Moose International web site and are now being received. We encourage all staffs to raise some funds to cover some of the cost to send a staff and get your entries in to reserve your time slots without delay.

This year we will have a joint Ritual Awards Banquet on Monday evening, July 2, 2012, along with the Women of the Moose Ritualists. We are excited to be able to offer this program in honor of these members. It should be a great evening of recognition for all our fraternal ritual members.

We are also making plans for a Moose Legion Ritual Judges Seminar and qualifying school. It will likely be in the spring. Watch for further details as they develop.

Retention Efforts

By now you may be getting tired of hearing talk about retention. However, it is a real and vital part of our program and indeed future existence. December is typically a larger dues reporting month. Thus, January 1st is a substantial time to see significant arrearage lists in our fraternal units.

January 2012 was no exception. Moose Legionnaires are needed along with Council of Higher Degrees members and all others to implement a campaign to contact those members who have not renewed. If we wait for someone else to do it – we will slip further during the wait. Our collective efforts can bear fruit. We must step up and take action as individuals to make something happen.

Please secure the arrearage list and start making contact with our members. Remind them of why we exist. Remind them of what we (through their continued membership) do for children and seniors. Remind them of our member benefits and the savings it can provide them.

Some of them simply need to be reminded to renew and to feel like someone actually cares enough to call. We need to be that caring member. Each of us can make a difference. Please take action to save a fellow Brother, Co-Worker or Moose Legionnaire by reaching out to them today. Thank you.

Cordially & Fraternally,

Robert A. Neff - Director of Ritual and Higher Degrees



Council of Higher Degrees Memo from Director Bob Neff

January 2012

A few notes to all Members of the Higher Degrees,

Job No. 1 – CREATE SOME INTEREST in RETENTION

OK – What do we have to say that is new? We have said many times: Contacting members needs to be done all year long. It needs done today, next week, next month and every month. The Council of Higher Degree members should be leading this charge. Phone-a-thons should be organized regularly.

We have talked about how:

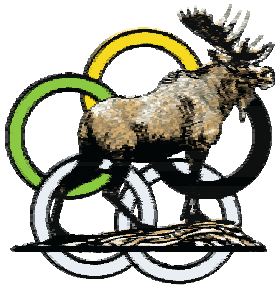
Each lodge, chapter and Moose Legion should appoint Council of Higher Degree committees. They should be attending the area Council meetings to report on progress and bring back ideas from other fraternal units of what they are doing that is working.

It goes without saying really that:

There is not a fraternal unit in this organization that could not benefit by having more active (paid up) members. It is our primary obligation as members of the CHD to work Retention and SAVE members.

So... what can we say to motivate our members into action? The need is most certainly there. Council Presidents and other officers need to work to bring this effort together in your area. You should be coaching and mentoring the lodge, chapter and Moose Legion Retention Committees to organize and conduct programs such as phone-a-thons to contact those in arrears.

At the same time the Retention Chairs in each of those respective fraternal units should be asking for the CHD to assist and provide guidance and support. We can save a great percentage of our members – but only if we individually and collectively take action to work at it. Lets work up some generic phone scripts to follow and pull out those cell phones and get at it.



MOOSE-A-THON

An Ongoing **Membership Retention** Effort of the
Councils of Higher Degrees



Membership Retention is a vital key to the success of the Moose fraternity. Reducing the number of members dropped from our rolls is a major factor in ensuring the strength of our Lodges, Chapters and Moose Legions.

Membership Retention is also listed in each Council of Higher Degrees' By-laws as the #1 purpose of this distinctive unit of the Moose. Personal contact is one of the most effective tools in retaining our members. With that knowledge, we are pleased to offer the following guidelines for holding a **Moose-A-Thon** in every Moose Home.



The Plan

A **Moose-A-Thon** would be conducted once a month in each Lodge. The leaders of this special committee are made up of Higher Degree members. Other interested members can also participate. This committee would develop a system to contact all Lodge, Chapter and Moose Legion members in arrears. They would also develop a *contact form*, which would be used by each member of the committee, to record pertinent information provided by the member.

Members of the **Moose-A-Thon** committee must be knowledgeable about current Moose programs in order to answer questions and provide information. Resources are the Moose Magazine, Moose Leader and Moose Website. The committee would

not only encourage members in arrears to pay his/her dues, but also report progress back to the Lodge, Chapter and Moose Legion officers.

Higher Degree members can gather member information from the Recorder, Administrator and Moose Legion Secretary, as to dues expiration dates, phone numbers and addresses. Contact can then be made to each member by phone or in person.

A printout of the membership screen for those members to be contacted will give the caller the knowledge of the members years of service, if they previously held an office and if they hold any degrees. (**IMPORTANT:** Be sure to collect and shred or appropriately destroy all outdated membership printouts at the end of the **Moose-A-Thon**. Membership information needed from month to month may be kept in a secured file in the Administrator's office.)



MOOSE-A-THON



This committee may also contact:

- New members with a personal welcome reminding them of activities and the benefits of membership.
- Active members that have been recently absent from unit events and remind them they are missed.
- Those members who are ill and ask what the Lodge can do for them until they recover.

Many members have cell phones with unlimited night or weekend calling. The committee should encourage these members to bring their phones and participate. The more members making calls, the more success you will enjoy.

The committee should consider making this a social event at your Moose Home, by providing an inexpensive meal, such as spaghetti or chili, free of charge to members who assist in the calling during the **Moose-A-Thon**. The committee may even want to have a contest, where a small prize is given to the member who reaches the most members and/or collects the most dues.

Helpful Hints For Success:

- Do not make any calls during mealtime or late in the evening.
- Be prepared by rehearsing what you are going to say.
- Have a Lodge newsletter, Moose Leader, Moose Magazine and a benefits flyer available to answer any questions.
- Make sure an officer or chairperson is on site to help with questions.
- Introduce yourself and say you are calling on behalf of the member's Lodge or Chapter.
- Ask if this is a good time to call. If it is not a good time, ask when a better time would be to call back. Be sure to follow up with a return call.
- Say "thank you" when the call is completed.
- Always be positive.

Topics that can be included in your conversation:

- From the information on the printout, thank the member for their years of membership and for any previous service as an officer, chairman or degreeholder.
- This is also a great opportunity to verify the member's mailing address.
- Remind the member about our member benefits package.
- Promote upcoming Lodge, Chapter and Moose Legion events.
- Sincerely tell the member how important they are to their Lodge/Chapter and the Moose Fraternity.
- Ask the member if there is a reason why they have not paid their dues. (**NOTE:** these answers may reveal a weakness in the Lodge, Chapter or Moose Legion program, that can be easily corrected **OR** a major issue that needs to be addressed by the officers. This is vital to the success of this program.)

- Respond and record the needs or concerns voiced by the member.
- Remind the member their dues not only support their local Moose Home, but also help provide programs for our students at Mooseheart, our seniors at Moosehaven and their local community.
- Thank the member for taking the time to speak with you, and encourage them again to pay their dues.

The Reporting

The **Moose-A-Thon** committee is responsible to develop a form that best fits its reporting needs. This form should be given to the unit officers at the first meeting each month. The report would include the names of members contacted, when the contacts were made, who made the contact and the results of the contact.

Should the member have a complaint about the unit operation, the report would go to the Board of Officers for their review and any action needed. A similar report would be sent to the Regional Manager for his review and follow up with the unit.

The Goals

- 1] Help each unit increase good standing membership, which would, in turn, help the association and entire Moose Fraternity show growth in members and finances.
- 2] Strengthen each unit by finding the weaknesses (or major complaints) of members not renewing their dues. The unit officers can then work on these weaknesses to strengthen their operation.
- 3] Restore one of our basic precepts of brotherhood and people caring for people.

The Rewards

The reward would be in helping the Lodge, Chapter and Moose Legion increase the number of good standing members in each unit and improve the unit's operation.

This growth and improved operation would increase the number of members who would be eligible to:

- Participate in the unit's activities
- Donate to fundraising efforts
- Sponsor members
- Become Lodge, Chapter and Moose Legion leaders
- Earn Higher Degrees

Higher Degree Councils and the Moose-A-Thon - A perfect match!