

SUGGESTED GUIDELINES FOR A SUCCESSFUL MEMBERSHIP RETENTION PROGRAM

This is a two part process for the most effective results. Obtain the "Membership Retention Letters" from your Council Secretary for your Lodge, Chapter and Moose legion.

Part I

- Make enough copies of the membership retention letters for all expired (past due for 1 to 12 months) and dropped (past due for 13 to 24 months) members. Keep the original letters on file for future use.
- Print out address labels using LCL for expired members. Print out two copies of address labels for all dropped members. One label will go on the envelope and one label will go on the application for reinstatement to make the process more user friendly.
- It is helpful to get a group together to mail the letters. Expired members just need a copy of the letter. Dropped members need a copy of the letter and a membership application (with attached mailing label). Highlighting areas that need to be filled out by the member would be beneficial. The membership benefits package might also be useful to add. The Council of Higher Degrees can help by contacting local Council members in your area to join with this group to lend a hand.

Part II

- Approximately one week after sending out the mailing, you want to follow-up with a phone call. You have opened the line of communication with the letter so keep it going. Using LCL, print out a list of names, phone numbers, and sponsors. Do not call during meal times. Late morning or early afternoon is best.
- Again get a group together for making phone calls. You would like to have people who are knowledgeable about the Moose and your fraternal units activities and who can speak well. On weekends, most cell phone calls are at no charge.
- Let everyone look over the list of names. If a sponsor is present, let them call that member. If anyone even slightly knows an expired or dropped member, let them call that member.
- Have a phone book or computer available to look up phone numbers that are invalid or unavailable in LCL.
- Call each expired and dropped member. Introduce yourself and where you are from. Ask if they received a letter from the Council of Higher Degrees. They will either say they are paying, not paying or never received a letter. Follow up as you can. Ask why they do not want to renew (if that is their response). They might have had a disagreement with a member that is no longer in the Moose. They might not come because it is too smoky. Keep an upbeat positive attitude.
- If they are not home, do not leave a message about money or dues owed. Again, keep it upbeat and positive. Leave your name and number and you are from XX Lodge/Chapter/Moose Legion. Follow up later with another call.
- As a last resort, if the fraternal unit has the funds available, offer an incentive or reduced dues for returning members if you think you can get them to renew if money is an issue.

Dear: _____,

This is a reminder that your membership expired on _____.

In today's busy world, we realize it is easy for mail to be set aside. Or, perhaps you did not receive a dues renewal notice.

We sincerely hope that you have already, or will soon be writing a check for the renewal of your membership in our Lodge. With the help of your annual renewal, the Loyal Order of Moose is able to supply the financial assistance necessary to provide for the education and well being of our children at Mooseheart and for the health and security of our seniors at Moosehaven. By renewing your membership, you will be making a difference in the quality of life for our beloved children and seniors.

Each of our members is very important to us. We hope that our Lodge is providing activities and entertainment that is of interest to you and your family. Won't you please consider renewing your membership so that you can once again join with your friends in the fun at the _____ Moose Lodge?

This can be accomplished by:

Visiting www.mooseintl.org, logging in under your MID# and going to quick pay or mailing a check to: Moose International Dues Processing Center
PO Box 88065
Chicago IL 60680-1065

With your Member's Moose ID#, Unit# or visiting the Lodge and remitting your dues to the Lodge Administrator.

Hope to see you around the Lodge!

Fraternally,

The Board of Officers

_____ Moose Lodge #

(The following letter should be used by your Lodge as a guide in inviting qualified former members to reactivate their membership in the Loyal Order of Moose. Whatever your message, it should be typed on your Lodge stationary and signed by either or both the Lodge Governor and Administrator. We suggest that an Official Application for Membership be included with the letter. The letter will be most effective if it is personalized, i.e., Dear Brother Airey. Remember, "once a Moose – always a Moose".)

Dear Brother _____:

The officers and members of _____ Moose Lodge No. _____ invite you to reactivate your membership in the Loyal Order of Moose. Many changes have taken place in our Lodge and in our fraternity during the last year, and we want you and your family to experience these changes as well as enjoying the many other benefits provided through membership in the Loyal Order of Moose.

Once you decide to rejoin our fraternity, simply complete the enclosed Official Application for Membership, making sure you check the block at the top of the form, indicating you are a former member, and return it to the Lodge, using the address shown on this letterhead. Your application to renew your membership will be processed according to the General Laws of our Order. Your membership card will be mailed to you as soon as the Lodge members have favorably voted upon your application. It will not be necessary for you to attend an enrollment ceremony, although you may certainly do so if you desire.

In order for your application to be processed, it must be accompanied with the \$_____ enrollment fee and dues in advance. The dues in our Lodge are \$_____ a year, or \$_____ per quarter. Your personal check should be made payable to Moose Lodge No. _____.

We encourage you not to delay in taking the time to complete your application, as we look forward to adding your name to the membership rolls of our Lodge. We know you and our family will enjoy the benefits and activities the Moose provides. Don't let this opportunity pass you by, being a "Piece of the Puzzle" and join us once again.

Cordially and fraternally,

GOVERNOR

ADMINISTRATOR