

California-Hawaii Elks Association Best Practices of Membership Management

The Lifeblood of the Elks is membership recruitment and development. Overall, the California-Hawaii Elks is alive and almost healthy with a slight membership net loss of less than 1% in 2013-14. To realize a net gain of members in 2014-2015, our fundamental membership goals remain the same: at least a 10% gross gain in membership coupled with a 2% or less lapsation. How may we achieve these goals? Implement proven methods using a comprehensive, cohesive team approach.

The Exalted Ruler should appoint an Officer as the coordinator of the *Membership Management Team*. The Exalted Ruler, the Lodge Secretary, and the Coordinating Officer should have key roles in working with the *Membership Management Team*. The team may consist of the Membership Chair, the Membership Retention/Lapsation Chair, the Orientation/Indoctrination chair, and a Second Step Chair. A minimum of four members should make up the team which should meet monthly to carry out the ongoing responsibilities of promoting membership within the Lodge.

The power point membership recruitment and retention presentations outline month by month benchmarks for the *Membership Management Team*.

In addition to the power point presentations, members of the *Membership Management Team* should study the Grand Lodge Membership Control Manual (Control #5104) as a guide to help them attain a net gain in membership.

The Lodge Membership Chair should monthly evaluate membership recruitment and *Second Step* results with members of the membership team. Membership goals for the Lodge should include:

1. Sponsorship of at least one new member by every officer sponsors this year.
2. Overtures to Stray Elks
3. Recognition of Sponsors at Lodge Meetings.
4. Promotion of Membership during Community and Lodge Events.
5. Reports of additions and losses of members each month at Lodge Meetings.
6. Communication with Lodges of similar sizes about their gains and losses.
7. Utilization of the membership inquiry system found at elks.org.

In closing, with hard work, cohesive team participation and attention to proven practices in membership management we will meet our Membership goals for 2014-2015.

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