



Certified Advisor Series Module 3: Membership Retention

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A. Fun & Engaging Meetings

1. Meetings are _____ or _____.
2. Make the meeting _____ and _____ with lots of _____.
3. A _____ welcomes people to the meeting.
4. Have _____ to give the attendees a chance to meet other people.
5. Call the meeting to order on _____!
 - a. Have _____ playing.
 - b. _____ the meeting and post it so members can access it later if they could not attend live.
 - c. Lead a group _____ such as the Pledge of Allegiance.
 - d. Recite club or organization _____.
 - e. Have an invocation, humorous story, thought of the day, or this day in _____.
 - f. Offer member _____ in the form of the "membership minute".
 - g. _____ report on their activities and items of interest.
 - h. Introduce special _____ and other meeting attendees.

- i. _____ report on their area of responsibility and upcoming activities.
- j. Recognize _____, big accomplishments, milestones.
- k. End the meeting on _____!

B. The organization is not what the student _____ it to be.

- 1. Be _____ and upfront regarding what the club is about.
- 2. Be clear regarding expectations about meeting _____ and how much _____ is required.
- 3. Have a varied _____ of activities, some of which can include other _____ members and friends such as _____ projects.

C. Challenges keep members from being _____.

- 1. _____ for the student have changed:
 - a. _____ with work or class schedules.
 - b. Another _____ meets at the same time.
 - c. Academic _____ may be heavier than expected.
- 2. Employ:
 - a. All available _____!
 - b. Have more than _____ meeting per week, at a different time and day, perhaps led by the vice president.
 - c. Participation in _____ and activities, even if they cannot make meetings.

D. Keys to Member Motivation: Engaging Students with Responsibility

1. Make sure the job is clearly _____.
2. Expectations must be _____ and within an established _____.
3. Ensure that the person has the _____ and _____ to do the job.
4. See to it that the person is _____ to accomplish the task.
5. Provide adequate and on-going _____.
6. Give _____ that are clear and meet the needs of the person.
7. Make sure _____ to do the job are available.
8. The _____ must be satisfying to do.

E. The 5 R's of Retention

1. Give them a _____.
2. Enforce _____.
3. Give out _____.
4. Assign them a _____.
5. Help build _____.