



Fox Valley Technical College Leadership Camp

Membership Retention, Fun & Engaging Meetings, and Recruitment

Dave Kelly | America's Student Leadership TrainerSM

Membership Retention and Fun & Engaging Meetings

What are the most important aspects of your organization?

A. 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 _____.

- i. Have the greeter introduce other guests and meeting _____.
- j. _____ report on their area of responsibility and upcoming activities.
- k. Recognize _____, big accomplishments, milestones.
- l. 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 _____ attendance 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 _____ 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.

3. _____ issues
 - a. Consider the _____ that someone should have to pay to be involved.
 - b. Use an _____ for financial commitments.
4. Members miss a lot of _____.
 - a. _____ to let them know they were missed
 - b. Send a _____ note
5. Make the club or organization fun to be a part of by making membership in the organization _____.
 - a. Conduct an induction _____.
 - b. Give a _____ of membership or a name badge. Give value to membership in the group through _____ (scholarships, conventions, networking, etc.)

D. Recruitment and Outreach

1. Recruitment is the _____ part of the club/organization.
2. As a _____ club, you still have to sell your group to potential members.
3. People may be going to school for _____, by they may be _____ about another.
4. Make sure you do recruitment in the _____.

E. The 5 “R’s” of Retention”

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