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# Membership Retention: Keeping Students Engaged and Involved in Campus Organizations

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## I. Membership Retention and Engagement

### A. Issues Affecting Retention

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. Give members an \_\_\_\_\_ to talk about what is going on with them, \_\_\_\_\_ concerns, and \_\_\_\_\_ how they feel.
  - h. \_\_\_\_\_ report on their activities and items of interest.

- i. Introduce special \_\_\_\_\_.
- j. Have the greeter introduce other guests and meeting \_\_\_\_\_.
- k. \_\_\_\_\_ report on their area of responsibility and upcoming activities.
- l. Recognize \_\_\_\_\_, big accomplishments, milestones.
- m. 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.
- 4. Watch for \_\_\_\_\_ and drama and approach it by using effective management modes.
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_

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.
  - c. Conduct \_\_\_\_\_ - \_\_\_\_\_. (You must clearly state the purpose of the activity and what the money is for.)  
  
Virtual fundraising ideas: <https://bit.ly/311YZyj>
- 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.)

**II. The 5 “R’s” of Retention”**

- A. Give them a \_\_\_\_\_.
- B. Enforce \_\_\_\_\_.
- C. Give out \_\_\_\_\_.
- D. Assign them a \_\_\_\_\_.
- E. Help build \_\_\_\_\_.

**III. Points of Information About Meetings**

- A. Play \_\_\_\_\_.
- B. Use \_\_\_\_\_ and \_\_\_\_\_.
- C. \_\_\_\_\_.
- D. Let \_\_\_\_\_ know in \_\_\_\_\_ that they will be \_\_\_\_\_ to speak or report.
- E. Rotate your meeting format (example)
  - a. Week One: Business
  - b. Week Two: Social and fun
  - c. Week Three: Service Project
  - d. Week Four: Speaker
- F. \_\_\_\_\_ on time, \_\_\_\_\_ on time.
- G. Use \_\_\_\_\_ to make a \_\_\_\_\_.