



Membership Growth and Development

2020 Midterm Meeting- Zoom

By Chris Bencharski- IPSD

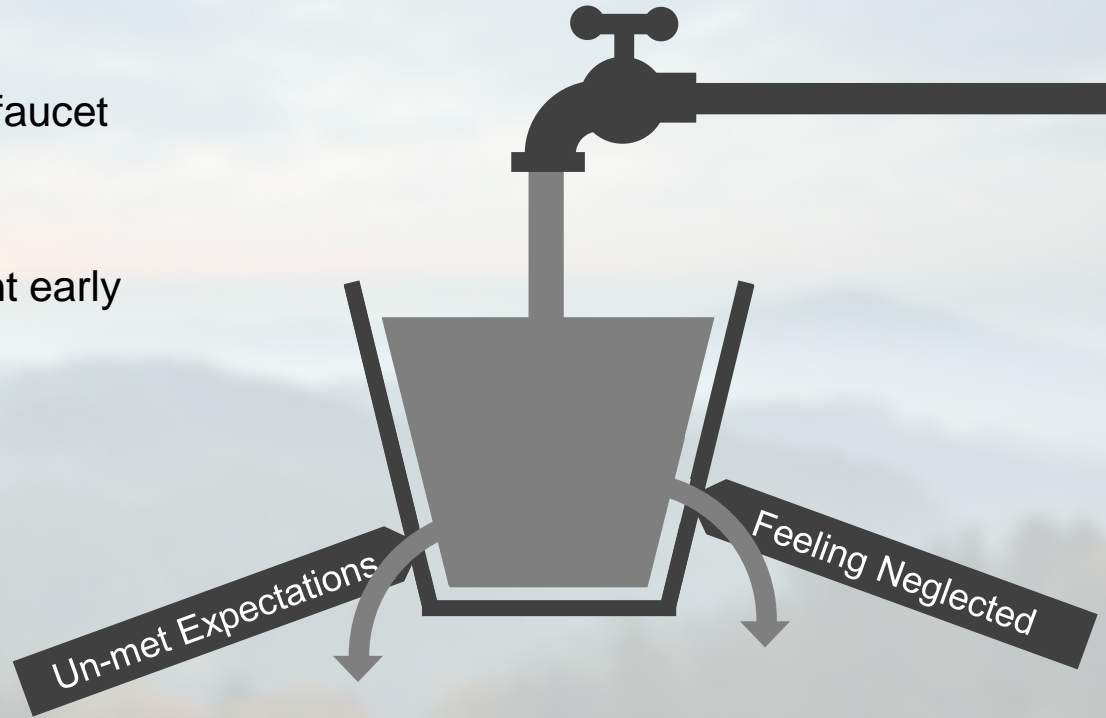


INTRODUCTION/OVERVIEW

- Managing The Membership Bucket- Smart Roster Management
- It's all about them- personal contact with each member is a must
- Communicate...Communicate... in a variety of ways
- Best Practice Retention Strategies- for councils to implement
- Develop a Retention Plan and Work the Plan

THE MEMBERSHIP BUCKET

- Membership is like a bucket under a faucet of water
- Relevant and meaningful engagement early will prevent leaks later
- Retention is just as important as recruitment



UNDERSTANDING WHAT KNIGHTS WANT OUT OF MEMBERSHIP



- It all starts with the first conversation
- Everyone's reason for joining is personal. Find out what it is
- Ask them why they joined and what they want to get out of it:
 - Is it charitable? (Volunteering with family)
 - Do they want to give back to their local communities? (Helping the elderly or disabled)
 - Do they want to be part of a fraternal group of catholic men?
 - Is it for spiritual reasons? (Prayer groups?)
- Dig deep and get to the true reason they joined

DEVELOP A RELATIONSHIP...AND MAKE IT RELEVANT

- **Make it Personal:**
 - Assign a member that works to understand the new member's needs (consistent contact)
- **Engagement:** Have the member develop a personal relationship
 - Communicate 1:1 regularly on their terms
 - Frequency and method (email, phone, f2f coffee, texts,)
- **Meaningfulness:**
 - Be open to new ideas they have
 - Suggest and encourage participation in programs they're interested in

BEST PRACTICE RETENTION STRATEGIES

1. Building a Strong Member Communication Process
2. Retention Committee---make retention an ongoing council program
3. Managing 'Unpaid Dues' Red Flag- contact member asap.
4. Develop A retention Plan and Work the Plan- 3 part plan
 - a. roster management
 - b. make a plan
 - c. implement plan

retention ideas and strategies are a huge part of the plan

BEST PRACTICES FOR MEMBER RETENTION

1. Start your retention efforts on day 1
2. Reach out early and often
3. Make it personal. Understand what they want to get out of it
4. Find out why they joined, do more of it
5. Build on their original motivation for joining
6. Constantly evaluating what works and what doesn't work

A NEW PERSPECTIVE ON COUNCIL RETENTION—NOT SUSPENSION

The focus needs to be on retention of all council members and not on suspension. We should do all we can to involve and retain the members by continuously implementing sound retention practices.

DDs are to encourage councils to develop processes and procedures for a Retention Program

- a. Smart Roster Management
- b. Make A Plan
- c. Implement And Work Your Plan

a huge part of the plan is to continuously implement and use retention ideas and strategies

A. SMART ROSTER MANAGEMENT- HOW DOES IT WORK?

Apply personal, fiscal, and inviting practices to how the membership of the council is treated, tracked and tallied.

1. Take stock of your members.
2. Assess your members- council officers, members who regularly attend meetings and are involved, members who do not attend meetings but help with programs, honorary, honorary life, disabled members, members in arrears(length), PGKs, Charter Members, etc.

DEVELOP A PLAN

1. Form a retention committee- GK, DGK, MD, Trustees, DD, Council Chaplain, Agent, Council retention Chairman- group of 10
2. Each member of the retention committee will choose members to visit—
divide up the list among the 10 members

WORK THE PLAN

- 1.. Contact all council members for 3 key purposes.
 - a. Check to see how members are doing(LNNB)
 - b. Get feedback from them
 - c. To Arrange Personal Visits with “At Risk Members”
to reconcile any issues

RESULTS OF VISIT

If successful contact is made, work with the individual and emphasize the importance and benefits of being a member and paying dues.

Find out what the member wants to get out of his membership.

- Spiritual development
- Service to others
- Family Activities
- Leadership opportunities
- Insurance to protect the family

*** THE KEY IS TO LISTEN TO THE MEMBER AND TO RECTIFY ANY ISSUES.**

SUSPENSION—AS THE LAST OPTION

Suspensions are part of managing the council roster smartly.

If all attempts of reconciliation have failed, you need to proceed to withdrawal or suspension.

Withdrawal---need a letter from the knight written by the knight

Suspension—the council needs to follow the proper procedures as outlined in the next slide (slide 13). The goal is to still retain the member.

BEST PRACTICE RETENTION PROCEDURES

1. First and Second Billing Notices are sent to members
2. Financial Secretary sends delinquent list to retention committee
3. Retention Committee assigns member to contact each delinquent member- FtoF.
4. Retention committee compile report using the Sask. Form Request for Membership Retention- in booklet
5. Financial Secretary sends Knight Alert letter to all delinquent members
6. District Deputy is notified of Retention results and of all documentation used by Retention Committee
7. District Deputy notifies State Retention Chairman and conducts due diligence
8. State Deputy reviews recommendation to determine concurrences
9. District Deputy provides feedback to Council on next action, either:
Process Intent to Retain on all or some delinquent members; or
Correct identified deficiencies as directed by the District Deputy and State Deputy
10. Council completes requested action based on feedback
11. If Intent to Retain (Form 1845) is filed with Membership Records, a mandatory 60 day hold is in place, meanwhile council/district continue to work delinquency list

COMMON REASONS FOR BEING AT RISK

1. Financial
2. Health Issues
3. Deceased
4. Moved
5. Crisis of Faith
6. Changed Parishes
7. Personality Conflict with council or another member
8. Issue with council direction
9. Family problems
10. Ignored
11. Time Constraints
12. Life balance issue
13. Lack of deserved recognition

DEVELOP A PLAN FOR POSITIVE GROWTH

Positive growth involves retaining present members as well as recruiting new members.

There needs to be coordination with members of the retention committee to produce an acceptable plan for positive growth. Develop lists.

- Who will be retained?
- Who will be suspended?
- Who will be recruited?

WORK THE PLAN

- Who will visit the “AT Risk” members?
- Focus on retaining members.
- Develop some retention strategies- as outlined in slides 4, 5, 6, 7

SUMMARY

1. Take Stock—Look at the roster. Consider each knight carefully and act with charity.
2. Make a plan- Consider all brother knights in our Order in a way that keeps us in line with Charity, Unity, Fraternity and Patriotism.
3. Implementation- Make sure your work is focused on positive growth of the members and council in the faith, service to the church, and service to brother knights and their families.

KEY POINTS

1. Keep the love of Christ at the forefront of all that you do.
2. Use the retention and admission committees to develop candidates and to retain present knights.
3. Get and keep knights involved in service programs.
4. Be your brother's keeper.
5. Maintain a fraternal, welcoming atmosphere.

HOW ARE WE DOING?

Sask. Intake to date- **56 members**

Net– Intake minus suspensions, withdrawals
and transfers out of province **56-14= 42 or 9/month**

Net/Net is -139 this includes suspensions, withdrawals, transfers
out of province, and deaths.

Deaths are $139-42 = 97$ divided by $4.63 = 21$ per month

***We can't control deaths, but we can control suspensions.**

As of Nov. 15th

Net= $56-14= 42$ ---or 9 per month

Projection for the year: $9 \times 12= 108$

Saskatchewan Net Goal is 267

Intake of $325- 108= 217$. We need to recruit 325 members plus 50 more to
meet our net goal of 267---This will maintain our present numbers.

If we recruit our intake of 325, we can suspend only 16 more members.

$325- 42$ to date plus 16 more= $325-58=267$



Thank you