

# Retention



# What's a member worth?

- Annual dues?
- Supreme and state per capita?
- VIP points?
- One step closer to membership quota?



# What's a member worth?

- In 2017 Knights of Columbus reported donating:
  - 177 million hours of charitable service
  - \$75 million of charitable contributions
- With 1.9 million members, that's:
  - 93.1 hours of charitable service per member
  - \$39.50 of charitable contributions per member
- Now....what's that member worth???



# What is Retention?

- To keep in possession or use
  - Merriam-Webster dictionary



# When does retention start?

- When members don't pay dues?
- When members become inactive?
- When members move away?
  
- As soon as a member joins the council!



# How do we retain members?

- Talk to them
- Find out what they are looking for in their membership
- Find out what their interests are
- Get them involved
  - Ask them to be part of an activity
  - Ask them to chair a new activity that interests them
  - Ask them to become an officer



# How do we retain members?

- Recognize new members at a meeting
- Assign a mentor to new members
  - Someone to reach out and personally invite a new member to come to a meeting
  - Someone to sit with them at meetings
  - Someone to help the new member find what he wants to become involved with in the council
  - Someone to introduce the new member to other members of the council
- Would you want to go to a meeting where you didn't know anybody?



# How do we bring back inactive members?

- Reach out to members you haven't seen in a while
  - Assign a team to do this if it's too much for one person
  - Some GK's have personally contacted every member on the roster who they didn't know personally
- Make it personal
  - Remember that we are a FRATERNAL organization
  - We want to keep our family together





# What about the Retention Committee?

- These are the men you should be using to reach out to inactive/missing brothers
- What are some things they can do to bring members back to the council?



# But he hasn't paid dues in 3 years, what now?

- OK, sometimes we just have to suspend a brother
- But it's crucial that we make a personal attempt to contact him first
- The Retention Committee is responsible to make this contact
  - NOT the FS
- When it is time for the second dues notice, the Retention Committee should be meeting to discuss a plan to reach out to those that haven't paid



# We're going to suspend members, now what?

- Before you make the final decision to suspend a member, you should do some basic planning
  - Since this counts as a negative toward your membership quota, what are you going to do to overcome this loss?
  - You should plan for a 2 to 1 recruitment effort
    - i.e., for every member you suspend, you need to recruit 2 new members—one to replace the lost member and one toward your quota



# What is the suspension procedure?

- Dues notices sent out December 15
- Second Notice sent out January 15 (30 days) to those not paying
- February 15 (30 days after Second Notice sent)
  - Names of those in arrears provided to Retention Committee
  - Knight Alert sent to members in arrears
  - Retention Committee members assigned to contact each individual
    - Report findings back to GK



# What is the suspension procedure?

- March 15 – Notice of Intent to Retain (Form 1845) mailed to those in arrears
  - Copy sent to Supreme Department of Membership Records
  - Copy sent to State Deputy
  - Copy sent to District Deputy
    - DD is responsible to call the delinquent member
    - Attempt to identify solutions to assist the member
    - Determine if council has made personal contact with the member
    - Response recorded on reverse side of Form 1845 and sent to State Deputy
- May 15 (60 days after Form 1845 sent)
  - Form 100 sent to Supreme indicating suspension



# Recap

- We expend a lot of time and energy to recruit new members, let's try hard to keep them
- We need to get them involved and keep them active
  - We have great ideals and outstanding programs, let's get our members involved in them
- We need to reach out regularly to those we don't see often to make sure they are OK and to invite them to an activity
- If we just can't get them back and they don't pay dues, we must have a plan to replace them if we are going to suspend them



# Questions

