

3 WAYS TO RETAIN MEMBERS

Monday, November 09, 2015



Fall rallies and Key Club Week are over. How do you keep members interested when the main social events of the year are over? We have three ideas to encourage your members to come back.

1. CANDY.



Sure, not everyone in the universe is into candy, but a decent amount of people are, which makes this a great way to keep members coming back to meetings and events. Candy is a great and cost-effective way to recognize member's achievements on-the-spot. Have a breakout "star" or MVP of the week? Give them a Starburst. Have someone who did a great job leading a fundraising project? Give them a 100 Grand candy bar. Giving out a few candy prizes at every meeting will keep members excited, interested and most importantly, appreciated.

2. FULL SCHEDULE.



You don't have to overwhelm your members with service and social events, but you should have enough activities on your calendar that when a member can't make it to a project, they don't have to wait a month for the next opportunity to volunteer. Have a healthy mix of service, socials and fundraisers on your calendar. Too much of one activity will potentially bore your members or burn them out.

3. FUN MEETINGS.



Regina Spektor sings a lyric, "Now we're going to these meetings, but we're not doing any meeting." Maybe not every meeting needs to be interactive, but it's great to mix things up once in awhile. Create a buddy system within your club. Do icebreakers during the meeting. Play a cute cat video before the meetings (the Internet is full of them). Make your meetings exciting and your members will want to keep coming back.