

MEMBERSHIP RETENTION PROGRAM

Let's try the **PROACTIVE** approach to membership retention. What I mean is to identify those members who have already received a dues notice from Moose Int.(they only get One) and have not yet paid their dues. These members will **EXPIRE** at the end of the current month.

FIND EM'

Get your membership screen up

Click on "GO TO"

Scroll to "REPORTS AND LABELS"

Choose "ARREARS" and click (new screen will appear)

Click on "MONTH"

Choose current month i.e. February (note, future months will not be available for this list, only the current month)

Under STATUS, Click on "EXPIRING ONLY"

Under SORT, choose "NAME"

Click on "CREATE REPORT"

ASK EM'

The report generated will contain the names of those who will **EXPIRE** this month. **NOW** is the time to contact these members and remind them as a "SECOND NOTICE"

Your **PROACTIVE** approach to this might and will save a lot of members. It's better than calling your whole Arrears list. You might also do a mailing to them. Labels instead of a report can also be generated. Get the committee together, cell phones work great, stay ahead of membership!!!

Fraternaly Yours,
Bob Guest, Retention Chairman, VMA