

ROBERT A. NEFF
DIRECTOR OF RITUAL & HIGHER DEGREES
OFFICE: (630) 966-2227
FAX: (630) 966-2208
EMAIL: RNEFF@MOOSEINTL.ORG

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Final 90-Day Effort

*Loyal Order of Moose
Women of the Moose
Moose Legion*

Dear Moose Legionnaires,

We are entering the final quarter of this campaign / fiscal year. Where does your Moose Legion jurisdiction stand? How is the individual Lodge Moose Legion Committee in your lodge doing to support a membership effort? What have you – as an individual – done to create interest and motivate others to get onboard and retain current members while sponsoring new blood?

My Brothers, we just cannot wait any longer to get in motion. The year is now three quarters behind us. We are entering the final turn and need to get our sponsor and retention efforts into high gear and quickly!

The Moose Legion Honor month campaign will conclude on February 15, 2012. It is important that all applications are reported timely. Those coming in late or with later application dates entered – will not count towards the garment bag award. Keep in mind – some of your sponsors may only have one app in your jurisdiction, but could have one in another Moose Legion and may be counting on your timely transmittal to achieve the award. Please do not put yourself in a position of cheating someone from getting their due award.

The Zero application fees are what many of you asked for and in fact in some cases, waited for. We must now promote and publicize the program to all members. DO NOT ASSUME they are aware of it. The poster along with a membership article should be in each newsletter possible (Moose Legion, Lodge, Association, etc.), in addition to being prominently displayed on bulletin boards. It needs included on websites or even on fraternal facebook accounts and in general e-mails to members.

Retention efforts are also a key part of whether or not we will build membership in this final quarter. The arrearage lists must be distributed. But then they must be worked. I will send along (under separate cover) some possible examples of letters we have gotten from Councils of Higher Degrees and other sources. Please review them and consider using them as a template for developing your own letters and personalized phone scripts. Then follow up the letters with a moose-a-thon in about a week or ten days by calling those that had not renewed.

There are many out there who simply need a personal contact and will renew if it happens – but quite possibly will not renew if contact does not happen. I can attest this to be true, as I have talked to many of them personally. I have also sponsored several re-enrollments of members who stated that they never really intended to drop out – but just lost touch - and did not know who to contact or what steps to take.

Even a simple postcard or e-mail sometimes creates the spark to get them to renew. But again, we highly recommend that follow up phone call.

Some got free dues in the lodge or had a life membership and ‘accidentally’ threw away the renewal notice when it came, not fully realizing it was for the Moose Legion dues only. Some have received the notice for the lodge or chapter and set it aside to take care of it later – but as time slipped by – it got covered up in the pile or simply forgotten. Again, with out a friendly reminder, we stand to loose them. Saving members is every bit as valuable to our efforts as sponsoring new ones.

Only 14 jurisdictions have achieved the Director’s Key Club so far this year. How close is your Board of Directors to reaching this level of sponsorship? Leading by example is important and can be contagious to your members.

This is the time to make the big push for success. Time is short for this year. Lets Create Some Interest. Lets build some enthusiasm. Lets schedule mini-celebrations where we need to so we can assure getting the maximum number of candidates conferred and reported as enrolled by April 30th. Our success is in your hands. Already running ahead – that is great – lets see how much ahead we can get. Either way, we ask you to join together in a promotion and campaign to achieve an increase in your jurisdiction this year. Much can happen with a CAN-DO attitude.

On behalf of International Moose Legion President Paul Curtis and the Moose Legion Council, we offer our sincere best wishes for success and thank you for your continuing support of our Order and the Degree of Service.

We CAN-DO this, but, If it is to be – It is up to US!

Fraternally,



Robert A. Neff
Director of Moose Legion