

Retaining Members

Retaining members is an on-going, daily process. You are not going to please everyone, and occasionally a group member may decide that the organization is not a good match or that they have simply decided that it is time for them to experience another type of involvement. Each person is motivated differently, so change up your tactics. Here are a few ideas to keep your members interested and excited.

Orientation

The faster they get to know what the organization does and get to know the people in the organization, the sooner they will become effective, contributing members. Have a special meeting for orientation to the organization. Help them to get to know the organization, do icebreakers and team-builders, and let them know what is expected of them as members.

Fit Jobs to People, Not People to Jobs

Individuals have different talents. Let them do a job they are going to like and succeed at. Get them involved right away; give them responsibility. It's important to find meaningful ways for people to become involved in your organization.

Rewards

Positive reinforcement is very important to keep a group motivated. Reinforce individuals as well as the organization. Have social gatherings as a reward for accomplishing your goals. Make the organization a fun, positive environment.

Group Relations

Get to know new members, not just as members, but as friends. A big reason people join organizations is to meet other people. No one wants to belong to an organization that they don't feel a part of. Listen to everyone's ideas and opinions; treat each member equally.

Teambuilding

Social events, icebreakers, and team-builders are a great way to make the organization stronger as a whole. Recognize your group as a whole in newspapers or other publications and displays.

Feedback

When a member does leave the group, ask if your group could be granted an "exit interview". Conduct the conversation in a low-key, friendly manner and discuss the reasons why the individual is leaving. Departing members may give you excellent information to improve your organization.

Have Fun!

Not every meeting and event needs to be based solely on business. Take time to have events and outings just for fun! This is a great way to keep building relationships and keep your members interested in the organization.

