



Protecting Your Main Assets Membership Retention




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Why Retention?

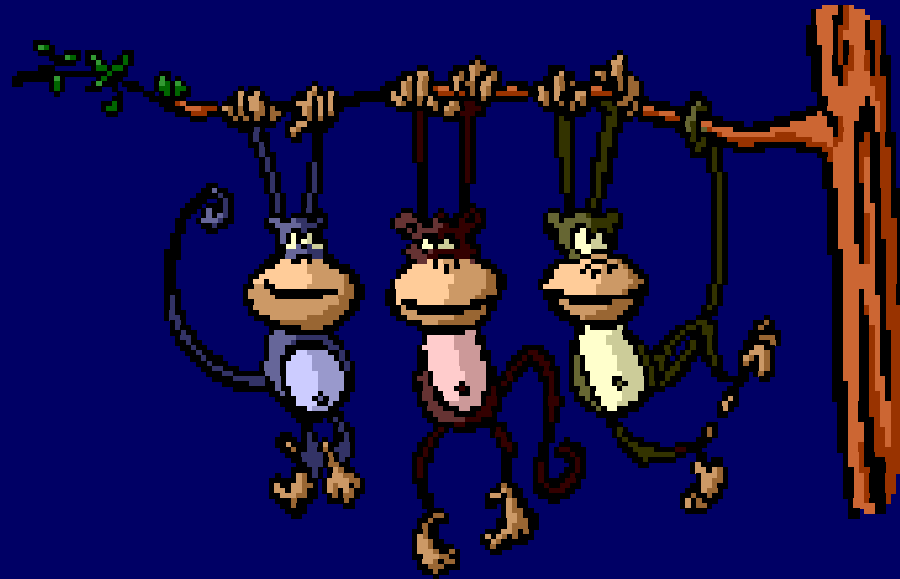




Why does keeping *members* matter?

- ***Members*** perform the good works of the Order at council and regional activities
 - ***Members*** help to recruit and train new members so that councils have a future
 - ***Members*** become council leaders and sometimes go on to be state leaders
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Who is responsible?






Basic structure

- Deputy Grand Knight serves as chairman
 - Three trustees
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Common issues from surveyed members about to be suspended

- Lack of communication
 - No activities
 - Poorly run ceremonials
 - Made to feel not needed
 - Not informed
 - Personal problems
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How to keep members-the most valuable asset of your council?

- Evaluate recent suspensions for causes
 - Complaints are opportunities
 - Include others in examining trends/solutions
 - Admission committee effectiveness
 - Getting new members actively involved
 - Coordination with Program/Recruitment Directors
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How to keep members-the most valuable asset of your council?

- Reassess Program Activities
 - Full utilization of service program
 - Meaningful, sincere and diversified for wide appeal
 - Effective council meetings
 - Keep discussion, comments within proper limits
 - Start on time - keep it to within 60 minutes
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How to keep members-the most valuable asset of your council?

- Lecturer- topics of interest to members
 - Institute Shining Armor Award
 - New members
 - Current members
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Keep your monkey happy and
jumping for the future of your
council!

