

IDEAS FOR MEMBER RETENTION

1. Set up a phone tree to remind members about upcoming events.
2. Encourage field trips when working on issues.
3. Provide new member orientation. The orientation should include:
 - a. What the LWV is about
 - b. An opportunity to find out new member/prospective member interests
 - c. Have members informed before they join—new members are paired with experienced members.
1. Use phone tree—call people to find out why they did not attend an event/meeting or why they did not renew their membership.
2. Provide carpool opportunities to and from events
3. If applicable, have a babysitter at meetings and events so parents can get involved in your community via the LWV.
4. Offer both short/long term volunteer opportunities. Be flexible.
5. Provide a mentor when a member takes on a leadership role.
6. Have co-chairs for positions which require a large time commitment.
7. Provide on-going leadership training; networking opportunities.
8. Conduct ongoing assessments with members (Is League meeting their needs?) Develop a membership interest file.
9. Maintain personal contact with members
10. Encourage social events—hold dinner meetings
11. Recognize a job well done via the newsletter or present an angel pin to the member/s.

