



Retention Strategies



Keeping Members Interested

The key to success in any council is keeping members interested, excited and active. One way you can do this is by encouraging members to participate fully in council activities.

Here are some of the ways to show interest in new and established members alike and to help them become active participants in the council:

- Telephone members and remind them of meetings.
- Offer to provide transportation to members who would like to attend council functions, but don't have the means to get there.
- Answer questions. Members will ask why council activities are done in a certain way and if things can be changed. Provide them with sufficient information.
- Inquire about the particular interests of the members through membership surveys.
- Help new members make new friends in the council by introducing them to all fellow Knights.
- Be aware of personality conflicts and try to avoid them as much as possible.
- Do all you can to help members feel important to the council.
- Get members' names in the council's newsletter, both when they join and as they begin to take an active role.
- Be sure members' names are always spelled correctly, whether in the membership directory, on a name tag at a meeting or in a news story.

Establishing caring and concerned relationships among council membership will encourage your members to participate in council activities. By showing interest in new and old members alike, your council will confirm its commitment to members and will increase their willingness to assist in programs.