

KEYS TO RETENTION



Maintain Interest: The fundamental reason most women drop their membership is that they lose interest. Women of Today was not as rewarding as they had expected. Other activities offered new and greater challenges. We must realize the tremendous competition for time.



High Quality Meetings: We have to keep the quality of our meetings high as well as the ability of those who run them. If not, members may get disillusioned about the caliber of the organization they joined.



Personally Ask Members to Participate: The greatest cause of inactivity is that members are not personally asked to work on projects. A new member or an inactive “seasoned” member needs to be “sold personally” on the benefits of being active.



Balance Workload: A too hard-working member runs the risk of getting “burned out.” Balance enthusiasm and activity with a helping hand from other members.



Strong Support System: The more active members become the busier they become. A strong support system and encouragement keep members on the right track.



More Than Just a Worker: Include members in on a variety of events. If they feel they are only a worker, they may lose interest. Keep members challenged with new opportunities so each can develop herself fully.



Effective Committee Work: Poor committee work, which wastes a tremendous amount of time, can cause members to think twice before volunteering again.



A Quality Year’s Program: Not enough worthwhile projects? Projects done poorly or incompletely? All projects undertaken need to be of benefit to the community and members.



Balanced Program: Most chapters work some areas too hard, others very little. We need to balance programming, personal growth and fellowship opportunities.



Good Leadership: We must have good leaders to share their experience with us. Their loyalty to Women of Today helps convince us that the organization is worth our dedication.



A Sense of Belonging: Women join to feel a part of a group. Make sure everyone feels welcome and appreciated. Say Thank You often.



Attitude: Project a positive attitude about your position, project and membership. Nobody wants to be a part of an organization whose members complain about their involvement.



Involve Everyone: If members see one person or a small group organizing and working on all the projects, they may feel they are not needed because they see others do everything on their own.



Ask Them to Renew: If a member is never asked to renew, she won't feel welcome or appreciated. She may not even know her membership is up for renewal. You need to give everyone the opportunity to remain a part of this wonderful organization.



Welcome New Ideas: New members have lots of great new ideas. Be open to new projects and new ways of doing things.



Avoid Gossip: If members hear you talking about other people, they may wonder what you say about them behind their backs. Besides, it just doesn't sound good to gossip.



Encouragement: Who doesn't like to hear good things about themselves from other people? Telling someone they would be a good project chair or board member can go a long way toward building their self-confidence. It will also make them feel like a valued member of your chapter.