MARSP Mission Statement:

To preserve, protect and enhance benefits and provide societal support that creates a dignified retirement for current and future public school retirees.
THE THREE R’S FOR SUCCESS IN RECRUITING, RETAINING, AND RENEWING CHAPTER MEMBERS
The chapter membership chair is ultimately responsible for using all resources available, and delegating activities to other members of the membership TEAM, to:

- **Recruit** new retirees.
- **Retain** current members.
- **Regain** former members who failed to renew.
Duties

- Coordinate and head up membership committee within chapter to assist with recruitment and other membership responsibilities.
- Maintain and check regularly a valid e-mail account for MARSP Correspondence.
- Monitor the MARSP website for pertinent information.
- “Like, Follow and Share” the MARSP Facebook page and posts.
- Communicate with local school districts to obtain lists of potential new school employee retirees.
- Track membership by requesting rosters using the MARSP website.
- Report all changes and deaths to MARSP via e-mail.
- Collect dues from members who insist they must pay at the local level, and forward same to the MARSP office for recording. **Checks must be made payable to MARSP.**
- Attend and actively participate in the MARSP Leadership Training.
- Understand the current policies/procedures set by the MARSP Board and staff.
- Work cooperatively with the state membership chair/committee.
- Solicit strategies, policies, philosophies, etc., from **successfully growing** MARSP chapters.
Characteristics of a Chapter Membership Chair

- Ability to use MARSP website, e-mail and Excel.
- Be an informed leader and respected member of the “school community.”
- Be personable, outgoing and proactive.
- Be the “chair” and organizer of the Membership TEAM, provide leadership and encouragement, and give direction to the TEAM members.
- Be willing to delegate responsibilities to other chapter members in recruitment of members.
- Be willing to make personal contact with new retirees prior to the ending of the school year, to inform and recruit those retirees, and with the membership team assist in those contacts.
- Be willing to make personal contact with expired members following state renewal mailings each calendar year (July).
- Be a leader in seeking new/improved strategies to enhance the recruitment, retention and regaining of all public-school employees who are retired, locally and statewide.
- Be a “goal setter” with a “vision” of how your local chapter can grow.
Membership Resources & Rosters

Presented by:
Kelli Cherrette
MARSP Membership Coordinator
Chapter Dues Changes

This form must be submitted by December 1\textsuperscript{st} each year for the upcoming membership year.
Chapter Officer Directory Update Form

This form should be completed when there is a change/addition to the slate of chapter officers.
Chapter Membership Supply Order Form
2017-18
MARSP Membership Mailing Schedule

Annual schedule of mailings that will be sent from the MARSP office for recruitment purposes:

**January** – Never-before members who have not joined in the last 5 years. (sent January 17th)

**February** – Renewal mailing for those that have not renewed in the last 10 years.

**March** – 1. Auto renew memberships processed for members who have elected it.
   2. Renewal mailing sent to members who expire 6/30/2017.

**April** – Final mailing to never-before members and non-renewed members. New retiree mailing sent.

**May** – Final mailing to those expiring on 6/30/2017.

**September** – New Retiree mailing sent.
Renewal/Inactive/Never-before Mailing Contents

Dear [Name],

The Michigan Association of Retired School Personnel (MARSP) would like to thank you for your past membership and urge you to continue your support in the fight to protect your pension and health care benefits.

MARSP works to protect your benefits every day. We advocate on your behalf with [Laws] and to [Parliaments], and we lobby the Legislature to secure the benefits you were promised and sacrificed for in your working years.

Our collective strength is the most powerful force we have at our disposal. The voices of 200,000 retirees cannot be ignored.

Your [Name] is not alone!

To join MARSP, go to [Website] on your smartphone and scan this QR code. The threat to your benefits is real, and MARSP has one and only one focus, your benefit.

Don't let your voice be ignored. Join MARSP now to make sure your voice is heard.

Sincerely,

[Name]
MARSP Executive Director

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The Michigan Association of Retired School Personnel
Your trusted pension and health care advocate!

MARSP has one mission—preserving and protecting the pension and benefits earned by public school retirees. Our motto is “Protecting Your Future.”

In the last 10 years, the Legislature has made numerous attempts to close out the retirement system and reduce your earned retirement benefits.

Will you let it happen or will you fight the fight?

MARSP works to protect your benefits every day. We advocate on your behalf with [Laws] and its providers and lobby the Legislature to secure the benefits you were promised and sacrificed for in your working years.

MARSP is the only organization that focuses on issues! The threat to your benefit is real and MARSP has one and only one focus, your benefit.

https://www.mar.org

Our collective strength is the most powerful force we have in our disposal. The voices of 200,000 retirees cannot be ignored!

Join now to make sure your voice is heard!

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The Michigan Association of Retired School Personnel
Your trusted pension and health care advocate!

Complacency is NOT an option! Re-join now to fight pension reform efforts in the Legislature.

In the last 10 years, the Legislature has made numerous attempts to close out the retirement system and reduce your earned retirement benefits.

Will you let it happen or will you join the fight?

MARSP works to protect your benefits every day. We advocate on your behalf with [Laws] and its providers and lobby the Legislature to secure the benefits you were promised and sacrificed for in your working years.

MARSP is the only organization that focuses on issues!

https://www.mar.org

Our collective strength is the most powerful force we have in our disposal. The voices of 200,000 retirees cannot be ignored!

Re-join now to make sure your voice is heard!
New Retiree Mailing Contents

The Michigan Association of Retired School Personnel:
Your trusted pension and health care advocate

Welcome to Retirement!

While retirement is an exciting time, it is also time to consider the future. Ask yourself: Who will be my advocate to help me work with the retirement system as health care providers when quarterly or problems arise? The answer to that question for more than 40,000 Michigan public school retirees is MARSP.

Our motto is “Protecting Your Future.”

Last spring, influential forces in the Michigan Legislature were poised to close the pension system of Michigan public school personnel. During weeks of negotiation, in which pension and health care benefits were on the budget chopping block, MARSP was the only retiree organization invited to part of the negotiation process and prestige journey. To put it simply, our recent efforts to protect the retirement system served you and every retiree from dramatic, even cavalier, changes to your health care coverage.

MARSP has the respect, non-partisan voice of retirees focused on issues. The threat to your benefits is real and our collective strength is the most powerful base we have at our disposal.

The voices of 40,000 retirees cannot be ignored. We need you, you need us.

Join now and enjoy an accelerated year of membership through June 30, 2018!!

Sincerely,

S. Mark Cacella
MARSP Executive Director

Membership Form, Appeal Letter, Green envelope, Important Phone Numbers, recent VANGUARD

Special Offer!

Sign up for automatic renewal of your annual dues for discounted first year dues of only $20.

Sincerely,

S. Mark Cacella
MARSP Executive Director

2017 Important Phone Numbers for MARSP Members

MARSP
123-456-7890
24/7 Answering Service
Fax: 123-456-7891
Mail: P.O. Box 123456
Lansing, MI 49099

MSPER/Office of Retirement Services
123-456-7892
800-123-4567
Fax: 123-456-7893
Mail: P.O. Box 123456
Lansing, MI 49099

Website: www.marsp.org

AARP Michigan
517-456-7890
www.aarp.org/mi

Michigan Association of Retired School Personnel
P.O. Box 123456
Lansing, MI 49099

Due: May 31, 2018

Specials available:

- MARSP Seed Grant
- AARP Volunteer
- VANGUARD

New Retiree Mailing Contents

- Membership Form
- Appeal Letter
- Green envelope
- Important Phone Numbers
- Recent VANGUARD
Dear New Member of MARSP:

Thank you, congratulations and welcome to the largest public school retiree association in Michigan, the Michigan Association of Retired School Personnel! You have made an excellent decision to join the ranks of over 46,000 other Michigan public school retirees.

Please accept our enclosed guide to a successful retirement, Welcome to Retirement: Make the Rest of Your Life the Best of Your Life, and our MARSP member decal as your first benefits of membership in MARSP.

You will enjoy numerous other benefits as a member of MARSP, such as: the VANGUARD quarterly publication; the MARSP Vision electronic newsletter; access to the MARSP website for timely updates on legislation, health care and other member related information; special member discounts; and access to our full-time staff dedicated to advocacy on your behalf on all issues related to retirement but most importantly, those related to health care insurance coverage and MIPERS benefits.

You will find your membership in MARSP to be one of the most beneficial services you could possibly enjoy as a retiree. I can assure you of this because I know at some point in your retirement you will have questions related to your benefits and that is when you will need an advocate. At some point, there will be an effort in the legislature to reduce your benefits and that is when you will need an advocate. At some point, you will be interested in a product or service at a discounted cost and that is when you will need an advocate. At some point you will learn some information that other retirees should be aware of and that is when you will become an advocate.

MARSP has one mission, to preserve and protect the pension and benefits earned by public school retirees. Our motto is “Protecting Your Future!”

MARSP is about making your retirement, and the retirement of every public school employee, better. That is all we do! A single focus on the issues and actions that will make your retirement better. We have no other agenda.

The MARSP staff, officers and directors are thrilled you have chosen to join our association. We are here for you and encourage you to call us when you have a question. You'll get a real person when you call, not an irritating message with a menu of buttons to push only to end up in voice mail jail!

Our office hours are 7:30 am to 4:00 pm Monday thru Friday. Our staff is looking forward to getting to know you and help you on any issue that may arise in your retirement. Our office phone number is 888-560-4022. Feel free to stop and visit if you are in Lansing. We sincerely enjoy getting to know our members on a personal basis. We are here for you.

Welcome to MARSP!

S. Mark Guastella
Executive Director
Automatic Renewal Authorization Form

Member Name: ________________________________

Member ID: ____________ Chapter Name: __________________

E-mail Address: ________________________________ (required for automatic renewal option)

Phone Number: __________________________________

Circle one: Visa - Mastercard - Discover - American Express

Signature: ______________________________________

Credit Card #: ________________________________

Exp. Date: __/____ CVV (3-digit code on back of card): _______
MARSP Rosters

Q1 How often do you access the rosters on the MARSP website?

Answered: 190  Skipped: 0

- Monthly: 83
- Quarterly: 30
- Semi-annually: 16
- Annually: 10
- Not at all: 51
MEMO

Date: January 22, 2016

To: MARSP Chapter Presidents, Membership Chairmen, and Online Facilitators
   cc: MARSP Board of Directors

From: S. Mark Guastella, MARSP Executive Director

In December, our office sent a short survey to all chapter Presidents, Membership Chairs and Online Facilitators to get a better handle on how they are utilizing the roster reports generated for them by Kelli each month. The results of this survey have led us to make some changes in the production and distribution of those reports.

Kelli’s memo, attached, details the new processes to request the reports. These changes were a direct result of the overwhelming consistency of responses from those who did respond. Our hope was that in acquiring this information, we would be able to provide more efficiency in report production and distribution that would better provide you what you need.

You will find the survey results attached to this memo, but here are a few additional, obvious issues for you to consider:

- Are your President, Membership Chair and Online Facilitator consistently working together as a membership team? The results suggest that is not happening in every chapter. Our most successful chapters have a strong level of cohesion when marketing MARSP memberships.
- Does your chapter membership strategy for growth focus on recent retirees and active school employees who are contemplating retirement? The number of Pension Seminars requested by chapters suggests many are not utilizing this valuable seminar series to attract new members.
- Does your membership strategy include making personal contact (phone or in person) with potential and former members on a regular basis? Survey results indicate this is not a consistent practice of many chapters.
- Does your chapter send out membership renewal or new retiree mailings during the months January through May? Many chapters do. If you are a chapter that does this, you may be spending a lot of money on mailings unnecessarily to acquire members. Since the MARSP State office is conducting the annual membership drive during this time period, your chapter may be spending money on mailing to people who will join from the State mailing. Consider if your chapter would be better served by waiting until after June 1st to begin spending...
How to request membership rosters for your chapter

1. Go to https://www.marsp.org/
2. Sign in with your user name and password
3. Click on Community > MARSP Leadership Center > MARSP Forms for Leaders
4. Click on “Chapter Roster Request Form”
5. Indicate which rosters you would like for which date ranges and the purpose of the request (see roster definition handout in your folder)
6. Rosters may only be requested once per month
**Membership Roster Definitions**

**Active Roster** – Members who have paid for the current year in either MARSP or local chapter.

**Inactive Roster** - Previous members who were active within the last 10 years, but have not renewed membership at the chapter level.

**New Retirees** – Potential members who have retired in the last month (pending receipt of list from MPSERS).

**Never Before Members** - People who have retired in the last 5 years, but have never become members.

**New Member Roster** – People who join that have never been a member before.

**Deceased Roster** - Members who have passed away that State office has been notified of in the last month.

**Pension Roster** - Future retirees that have attended a Pension Seminar in the last 30 days.

**Treasurer Roster** – Chapter dues paid within the last 30 days.
## Sorting Rosters

<table>
<thead>
<tr>
<th>Customer ID</th>
<th>Effective Date</th>
<th>Expire Date</th>
<th>Last Name</th>
<th>First Name</th>
<th>Middle Name</th>
<th>Address Line 1</th>
<th>Address Line 2</th>
<th>City</th>
<th>State/Territory</th>
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<tbody>
<tr>
<td>0000012345</td>
<td>01/01/2022</td>
<td>01/31/2023</td>
<td>ANNE</td>
<td>MARGARET</td>
<td></td>
<td>123 Main St</td>
<td>456 Park Ave</td>
<td>CHICAGO</td>
<td>IL</td>
</tr>
<tr>
<td>0000023456</td>
<td>02/01/2022</td>
<td>02/28/2022</td>
<td>BAKER</td>
<td>ROBERT</td>
<td></td>
<td>789 Elm St</td>
<td>000 Oak Ave</td>
<td>BOSTON</td>
<td>MA</td>
</tr>
<tr>
<td>0000034567</td>
<td>03/01/2022</td>
<td>03/31/2022</td>
<td>CARR</td>
<td>STUART</td>
<td></td>
<td>101 Pine St</td>
<td>222 Maple Ave</td>
<td>DALLAS</td>
<td>TX</td>
</tr>
</tbody>
</table>

### Sorting Method

A sorting dialog box is shown with options to sort by "Expire Date," values set to "A to Z."
Mailing Labels

The master for mailing labels can be found in “My Committees”
Mailing Labels

Once the list is selected, click Finish & Merge to “edit individual documents”.
Chapter Email Blasts

MARSP is able to send out Email blasts to members of the local chapter based on rosters.

• Send text of the email you’d like to send to membership@marsp.org
• Indicate which roster group you’d like to send it to, i.e. active, inactive, new retirees, etc.
Online Training Videos

There are several training videos on the MARSP website that are helpful in learning to work with membership rosters:

• Membership Roster Training
• Excel Training: Sorting
Social Media & MARSP Website

Presented by:
Mandy Hitsman
MARSP Communications & Member Advocacy Coordinator
Many helpful resources available on the MARSP website:

- Legislative and health care resources and updates
- Pre-retirement information for colleagues still working
- MARSP events
- Guide for new members
- Volunteer opportunities
- Executive Director’s blog
- Local chapter webpages
Each local chapter has an individual webpage on the MARSP website:

- General chapter information including officers, dues amount, meeting information
- Photos
- Chapter news and newsletters
  - Add MARSP to your newsletter mailing list & it will be posted to your chapter webpage when we receive it
Facebook
Stay up to date with MARSP online

MARSP's Facebook page helps members stay connected and informed.

Staying up to date with MARSP is critical for members before and during retirement and simple with these suggestions.
MARSP welcomes you and your comments on its Facebook page. This site intends to inform and engage MARSP members, public school employees, family and friends, and other businesses, entities or interested persons.

You are encouraged to submit comments, questions and concerns, but please note this is a moderated online discussion site and not a public forum. Once posted, MARSP reserves the right to delete submissions that contain inappropriate language, personal attacks of any kind or comments we deem to be offensive or disparaging.

Further, MARSP also reserves the right to delete comments that:

- Contain spam, advertising, solicitations or include links to other sites;
- Are clearly off topic or disruptive;
- Are obscene or explicit (including masked words (***) , acronyms and abbreviations);
- Are chain letters, pyramid schemes, or fraudulent or deceptive messages;
- Promote particular services, products, or political organizations or campaigns;
- Infringe on copyrights or trademarks;
- Advocate illegal activity;
- Violate any policies of MARSP.

Please note that the comments expressed on this site do not reflect the opinions and official position of MARSP.
"Like" the Facebook page.

Type "Michigan Association of Retired School Personnel (MARSP)" in the search bar to visit MARSP's page. Click the "Like" button to automatically follow the page.
“Follow” the Facebook page

Choose where MARSP posts appear on Facebook and adjust notifications settings to "See First". Move the cursor over the "Following" button to see the menu of options.
“Share” MARSP’s posts

“Like” and “Share” MARSP’s posts as the more people who see what we are posting, the further our reach.

Every chapter needs at least one social media volunteer to Like, Follow, and Share!
USE SOCIAL MEDIA TO RECRUIT AND COMMUNICATE.

Start a group Facebook page for your local chapter and invite members to join.

- Very user friendly
- Check out the Saginaw County Facebook page: https://www.facebook.com/groups/521081898034752/
Twitter

Follow MARSP on Twitter @MiMarsp
Connect with MARSP on LinkedIn
State Membership Incentives

• All You Need is One

• Refer a Friend Program

• Association Member Benefit Advisors (AMBA)
Refer a member by December 31, 2017, and be entered in a drawing for a weekend at the Grand Hotel on Mackinaw Island.
Refer a Friend Program

Refer a friend (or spouse) to MARSP and be entered in a monthly drawing for a $25 VISA gift card.
MARSP will soon be partnering with Association Member Benefit Advisors (AMBA) to bring members bigger and better merchant and travel discounts.

Coming Soon
New benefits for MARSP members are on the way! MARSP has partnered with AMBA to make new member-only benefits available to you. Watch your mailbox for new benefit announcements!
Local chapter Incentives

- Free first year membership
- Free lunch for one new member
- Free honorary membership after 85
- Promotional items from MARSP
  - window clings
  - chapter notecards
Recruit, retain, and renew tips & resources

Presented by:
Loretta Wittkopp
Saginaw County Chapter
A bit about me...

I am here to offer tips and make sure you know the resources at your fingertips.

I’ve been a member of MARSP since 2002 and began volunteering in 2003.

I am a member of the Saginaw County Chapter and have served as president, vice-president, membership/database chair, newsletter chair, memorial list chair, etc.

My way is not the only way to do things. I am coming to share and assist so you can grow and get new ideas.

An organization must be changing to be vital.

Here I am – one piece of the puzzle

Every chapter has strengths and weaknesses – including the Saginaw Chapter of MARSP.
WHO ARE YOU?

WHAT EXPERIENCE HAVE YOU HAD?

WHAT DO YOU WANT TO KNOW?

WHAT DO YOU NEED TO KNOW?

HOW CAN I HELP?

WHAT CAN YOU SHARE TODAY?

Super Seniors
independent • engaged • connected
Critical elements within a chapter

• Helpers – have a team work on membership recruitment and retention instead of just one person

• Good programs – these keep members coming to meetings

• Friendly, inviting, welcoming atmosphere
  – Greeters
  – Parking lot helpers
  – Mentors for new members

• Use strengths of other computer-savvy members to assist with Microsoft Excel and online duties, i.e. chapter webpages, social media
Recruit new retirees
Recruit = word of mouth

• Have membership packets available at each chapter meeting for members to take and give to others.

• Get packets to local school districts through human resource personnel or superintendent to give to staff retiring or get packets into lounges in schools.

• Have a public relations committee disseminate articles in local newspaper, i.e. recap of a meeting with a photo, an announcement to join or add chapter meeting to local calendar of events or attend county associations.
Recruitment is a Team Effort

• Recruit
• Renewal /inactive
• Welcome
• Honorary member
• Never joined member
• But don’t give up
Now it is time for your ideas on recruitment!
Retain current members
Membership table at chapter meetings

• Have blank enrollment and renewal forms that visitors/members can pick up and fill out and complete at the meeting or take with them.
• Have current active lists to answer questions like “Did I renew?” Use active state and local roster.
• Have a container or basket of index cards where members can communicate changes of address, phone, email address, etc.
May want to create your own forms listing your chapter dues amount or request from the State office.

- One for first year enrollment, especially if you offer incentives, i.e. first year free in chapter
- Separate one for renewal in both state and local

**FORMS DIFFERENT COLORS**

- Separate one to just renew MARSP
- Separate one to just renew chapter
- Separate one for honorary chapter members – if chapter gives honorary membership after age 85
Send a welcome packet or postcard to those who renewed or joined

THANKS FOR JOINING

INFO ON MEETINGS – i.e.
LIST OF MEETING DATES AND TOPICS

RESERVATION PROCEDURES AND COSTS OF LUNCH

NEWSLETTER AND DIRECTORY DEPENDING ON YOUR BUDGET OR PICK UP AT CHAPTER MEETING

NOTIFY RESERVATION CHAIR OF RENEWED MEMBERS - SEND REPORT
Renewing = get them engaged.

- Announce new members at chapter meetings and give them a small token of appreciation – MARSP window cling, a balloon, etc.
- Make sure they feel welcome: if a friend did not invite, be sure they have a place to sit – have them sit with a membership person or you. If they don’t feel welcome, they may vanish in the night.
- Answer questions they have.
- Give them a small task to do, i.e. help with name tags, invocation, etc.
- Find their hidden talent and use it.
THINK ABOUT YOUR PROCEDURES: *Do self-evaluation of your chapter*

- Is lunch too costly for some of the group?
- Watch costs, check with membership.
- Can you do a brunch meeting or a meeting with coffee and desserts?
- Can members carpool and pick up new members?

- What can you change to make them feel welcome?
- Our members seem to delight in birthday treats that Lillian started.
Programs

- Short business meeting, minutes on table.
- Short updates: membership, legislative, insurance, community service.
- Short topic or program, but must be interesting or engaging or involve a group activity.
- According to MARSP’s executive director younger retirees want to do projects and community service rather than sitting in a meeting, so get active! They also enjoy including children in outreach activities and relevant topics.
- Keep the presentation short if you have a speaker. (20 minutes)
PROGRAM TOPIC IDEAS FOR CHAPTER MEETINGS

• Local School Issues
• Public Policy or Legislation
• Legal or Business
• Health or Insurance
• Art or Culture
• Senior Issues
PROGRAMS TO ALWAYS INCLUDE – HEALTH & LEGISLATIVE UPDATES

- Fall health /benefit workshop alerts – put in newsletter, get from providers- more than one
- Program or announcements on benefit updates for following year – Blue Cross, Blue Care Network, and Priority Health or alert about coverage in VANGUARD
- Keep them abreast of legislative issues
- Program topics on legislation
- Collect donations for Voluntary Benefit Defense Fund (VBDF)
Attendees can’t sit more than 20 minutes before they need to move.

The Saginaw Chapter held a senior dance exercise that everyone seemed to like. Our massage program was popular too!

Remember: Adults like freedom of choice, so give them choices. Acquire their input and give them choices. Do surveys.

*Note: When working with children, they need variety.

**KEEP TRACK AND DON’T REPEAT TOPICS OR PROGRAMS, OTHER THAN OBVIOUS ONES LIKE HEALTH BENEFITS AND LEGISLATIVE UPDATES.**
Community service, scholarships, and other ideas to help retention

• Raffles, casino trips, Christmas outreach.
• Scholarships for students graduating high school and/or in college. The Saginaw Chapter gives out three each year.
• Inform members about the MARSP Foundation’s Smith Fund for members with financial need.
• Inform about MARSP Foundation scholarship to those currently working in public education.
• Sponsor a classroom.
Now your thoughts on retaining membership
Regain former members who failed to renew
Regain is the name of the fall game -- not football!

Change from “I love football!” to “I love to get them reconnected!”
But how ???

Communicate, communicate, communicate!!!

Step 1: Sort the inactive ones -- on inactive list, go after last year’s first

Step 2: Disburse lists - if your chapter has a committee, give a few of them the list
  • Give board members copies of inactive list
  • Have inactive list at chapter meetings
  • Put out reminder notes on Facebook -- do not mention their names but procedure and forms
  • Notecards to gain new members

TRY DIFFERENT IDEAS TO REACH YOUR GOAL OF REGAINING THEM
3rd quarter = July 1st – Sept 30th

Send emails, letters, and another copy of forms

• Have members call – but organize it and give them a script
  – could organize it by school district and get a caller per district

Do not be discouraged--THIS IS NOT AN EASY TASK!

• Some members are now in assisted living.
• Some have other family members doing their bookkeeping.
• Some don’t renew because they don’t attend meetings.
• Some do not see the purpose of the organization.
• Some don’t like food, or venue or if eat before speaker or after.
SUCCESS – REGAINED!
MAYBE AND MAYBE NOT

OTHER IDEAS

• Share the list for members to look at during chapter meetings
• Publish article in newspaper (with photos) highlighting things chapter and MARSP has done – perhaps will catch their attention and will renew
• Check through your resources

Personally, I find this the hardest “R” to do, get them to renew and regain them
TIME FOR YOUR IDEAS ON HOW TO REGAIN MEMBERS.

PUT ON YOUR THINKING CAP & SHARE WHAT YOU HAVE OR WHAT YOU MIGHT DO TO REGAIN.
For taking time and coming to learn more about how to Recruit, Retain and Regain members.

Remember your chapter will go through stages, just as we do in our lives. Look for ways to help it grow and develop. Thanks for volunteering!

Hope you enjoyed your day and hope our paths cross again.

Loretta - from Saginaw