2015 Grand Lodge National Convention
Indianapolis, Indiana

Exalted Rulers start your engines!
July 4th - July 9th

Rick Gathen
Grand Lodge National Membership & Public Relations Manager
We completed the new Orientation video and new Member survey. You may view them on the Membership Toolkit Menu, with links to the video, survey, and My Journey website: 

Everything was designed to enhance the new Member experience. A new companion video was recently released on Elks.org to help our Lodges recruit called "Why We Join".

We improved BY 10,363 from 2.8 to 1.6 and our smallest loss in 31 years.
39 states showed an improvement. We focused on Membership retention had the fewest membership cancelations since 1945 (70 years).

Our Goals to WIN in 2015-2016:
1. 79,000 New Members/Reinstatements (10%). 8,000 more than in 2015.
2. Schedule more initiations (we left 8,593 candidates on the table).
3. Closed Lodges. We lose approximately 3,000 Memb

Thank you for your continuing work with membership.
SUCCESS depends on the second letter

ASK & USA

Friends, Coworkers or Family to Join
50 Recruitment Ideas

• **Produce Lodge flyer** - Have available in the lodge. Hand to nonmembers during community events. Display in local offices, restaurants, etc.

• **Contact your Chamber of Commerce** - They can help you advertise your events. They are a point of contact for local citizens, professionals, etc.

• **Rent out your Lodge to civic, benevolent, and fraternal groups** - Examples are Rotary, Lions and Knights of Columbus. Shows off your Lodge to people already involved in other similar organizations who are more likely to join another one.

• **Open your lodge to community organizations that need a place to meet** - Examples include local autism supports group, senior groups and local political clubs, etc.

• **Encourage your Members to “Just Ask”** - Examples include friends, family, neighbors, associates, etc. to join the Order.

• **Sponsor a community work day.**

• **Ask to be invited into a local school** - Parents and teachers are the prospects. Sponsor a presentation. Hand out drug awareness information during lunch or an assembly. Inform the school about the Elks’ children’s programs and student scholarships.

• **Arrange to speak at a homeowners association meeting** - Give a presentation about the Elks and our charitable works.

• **Use the Reinstatement Letter from the Membership Manual.**

• **Share the “Why We Join” video** – Download and let’s go viral to thousands of friends and family.

• **Develop teams to go into the community** - Make presentations about Elkdom and invite prospects to open house events.
50 Recruitment Ideas

• **Develop a training program** - for those in your lodge who are usually a first point of contact for prospects. Include bar staff, greeters and Officers. Educate them about our mission.

• **Get applications** - out of the Secretary’s office. Make applications available in high traffic areas of your Lodge.

• **Provide** - calling cards for Members to hand out.

• **Plan** - prospecting activities at the Lodge which will attract target groups. Examples include retirement planning, housing/loan seminar, guest speakers such as a local city official, medical practitioner, and school superintendent; etc.

• **Target** - Stray Elks.

• **Target groups** - People who we would benefit from membership and could benefit from us like Teachers, Firemen, the newly widowed, etc.

• **Set up** - booths at craft fairs and local shows. They draw large crowds. A good way to share information to many people at once. Makes your lodge more visible to your community.

• **Participate** - in local parades.

• **Open** - your lodge to scouting and other youth organizations.

• **Give** - every member a Lodge decal or bumper stickers for their car. Share the Pride.

• **Use** - Twitter and Facebook.

• **Set up** - think tanks with other lodges to share ideas.
• **Develop**- a culture in the lodge in which Gen X and Y are desired and welcome. Let them join purely for social reasons. Many of us joined for social reasons. Let them build an age group base that will develop into something more.

• **Special Reinstatement Fee**- Lodges may, [AS PER BY-LAWS](#) establish a sixty (60) day consecutive period or a two (2) consecutive month period during the Lodge year in which any reinstatement fee otherwise required by this section is reduced to one (1) dollar except the months of February, March, April and May. In order to take advantage of this a Lodge must amend their By-Laws to include this special reinstatement period.

• **Community Service Projects**- Fund with ENF grants and make sure they are well publicized.

• **Legacy Recruitment Drive.**

• **Military Recruitment Drive.**

• **Schedule**- a Member appreciation day in April, May or June.

• **Encourage**- Members to bring guests. Every month in your Exalted Ruler message.

• **Ask Lodge Secretary**- to run list of all former Members dropped for non-payment over the past five years. Call the ones you want back.

• **Give guests Lodge pins**- Make them feel *welkome*.

• **Approach**- corporations and businesses. In some communities, businesses look for community involvement opportunities for their employees. If a company has a community relations, community affairs, or corporate giving department, it’s likely to be a good place to begin asking about employee volunteers.

• **Lead**- By example. How many members have you recruited?
50 Recruitment Ideas

- **New Members** - They should be our biggest recruiters. Give them each 3 applications. Then ask every new member to submit 3 prospects to the membership chair and receive the award GER pin.
- **Place pamphlets** - In doctors’ offices, hospitals, cafeterias, libraries, etc.
- **Send letters** - To people in the news with an invitation to visit the Lodge.
- **Have a special guest day** - Free food always works!
- **Write letters** - To the newspaper about the campaigns your Lodge is working on.
- **Honor** - Outstanding community members with awards.
- **Wear** - Your Lodge pin in public. People will ask you questions.
- **Send** - Your lodge newsletter to recent guests.
- **Assign** - Every Chair Officer to a 5 person recruitment team and each team brings in a 5 new members.
- **Pass out** - M & M candy to remind members that “Membership Matters” and that we need “More Members”.
- **Distribute** - Extra copies of the Elks magazine to waiting rooms, etc (i.e.: Rotarian).
- **Hold** - Wine and cheese receptions for prospective members.
- **Build** - A Lodge web site and social media page.
- **Create** - More fun at your lodge.
- **Hold** - Recruiting events with the entire district.
- **Place** - Invitation card in the hand of every member to remind them to bring a guest.
The most powerful leadership tool you have is your own personal example.

John Wooden
@FOCUSEDACTION
Bring in a New MEMBER

IMAGINE

What We Could Accomplish
Top Recruiter Incentive Ideas

- Members initiating or reinstating three members into the Order will receive the prestigious GER pin award.
- Members initiating or reinstating eleven or more members into the Order will receive the prestigious and attractive Elks watch (male or female sizes available.)
- Make Thank You! posters thanking recruiters by name and possibly even showing a picture of them in action.
- Hand out Thank You! tickets each time a recruiter brings in a new Member. Each ticket offers the chance for a monthly drawing for something as simple as a $25 gift card.
- List your recruiters in your Lodge newsletter/website and social media page and thank them.
- Create a recruiter of the month parking space (or 2) at your Lodge.
- Create a special recognition program for great recruiters - because without new Members we can’t survive!
ONE PERSON CAN MAKE A DIFFERENCE, AND EVERYONE SHOULD TRY

-JOHN F. KENNEDY-

Top recruiters:
1. Rob Townsend 90
2. Toni Goodrich 66
3. Joe Romano 59
Invite Prospects to become New Members

- **Develop a brochure** - To have available for open house guests. Include contact information, state major projects, community projects, hours and dining menu, Elks mission, and national programs including scholarship information and grants.

- **Put a positive spin on everything** - Steer away from anything negative.

- **Be sure to have a sign-in sheet** - For guests’ names and contact information.

- **It has to be fun** - Being entertained, doing for others, and being respected are priorities. Image matters - Portray your Lodge to be friendly, modern and fun.

- **Incorporate stories** - From those who have benefited from the Lodge’s charity.

- **Sales pitch** - The open house is a sales event.

- **What we are about** - Have presentations or stations. Tables display boards, videos, overheads, etc.

- **What we expect** - Outline what we expect and what they can expect from the Elks.

- **Financial Responsibility** - Spell out the dues and responsibilities of membership.

- **I thought you never ask** - Don’t forget to ask them to join.

*Break a Record!*

*Sponsor a New Elk*

*Let's Rock and Roll!*
Orientation Tips

• **A tour of the lodge** - Tell them what takes place in each area of your lodge.
• **A how-to session** – Bringing in guests, sign up sheets, etc...
• **Written copy** - Lodge & House rules and customs. When you provide rules in writing, there is no confusion as to what is and isn’t accepted. Do not embarrass. They won’t be back.
• **How to accomplish basic tasks** - How to volunteer, who to ask, how to get help.
• **Develop** - WelKome packets.
• **Request** - Email and cell phone If not on the application.
• **Explain** - How to become a good and productive Member.
• **Birds of a Feather** – Give 3 applications and how they earn the GER Award pin.
• **Provide** - Hours the Lodge is open.
• **Chain of Command** - Provide them with a written list of Officer contact information.
• **Communicate** - Copy of the Lodge bulletin, website and social media page.
• **Survey** - Hand out the new Member survey.
Guidelines for Initiation Celebration

• Consider holding Initiation Celebration other than meeting nights.
• Make it an event to always remember.
• Socialize prior and after the Initiation Celebration to create and build friendships.
• Have an open free meal and encourage Members to attend.
• Provide a guideline list for Initiation Celebration.
• The new Member should leave the Initiation with an invitation to an upcoming Lodge activity or event.
Mentoring-Assimilate Into the Family

• **Who**- Ideally, this should be the new Member’s sponsor.
• **Not able**- Assign a trained Member or Officer.
• **Goal**- To empower the new Member and create an environment where their thoughts and ideas can be contributed.
• **Introduce**- The new Members to others.
• **Invite** – The new Member to join them at a Lodge meeting or event.
• **Call**- The new Member to ask for help with a project they are working on.
• **Engage**- In Informal conversations outside the meeting room.
• **Special Events**- Let the new Members know about game nights and outings.
• **Post Pictures**- Of the new Members.
Modernize Inside the Lodge and Your Thinking

- **Accept credit cards** - Members will spend more with plastic than cash.
- **Add TV’s** – Have several television monitors in the bar area so Members can watch different sports.
- **Internet**- Offer Wi-Fi. Even McDonald’s does this!
- **Game room**- Offer darts, pool, etc.
- **Consider**- A late happy hour.
- **Lodge Website**- Most people find information via websites.
- **Add**- Facebook and other social media.
- **Spruce up**- Perhaps add new modern chairs and tables.
- **Be a Friendly Lodge**- Number one reason why members quit.
Should We Stay or Should We Go?

• Your building is not your Lodge. Your Members are your Lodge. Just like your house is not your family.
• Does your Membership dues cover all overhead costs?
• Is every room in the Lodge a profit center?
• Is the bar and restaurant keeping the Lodge afloat?
• Has the neighborhood changed and hurting your ability to grow membership? High crime area, less drive by traffic, etc.
• Looking at unaffordable building repairs like your parking lot, heating and air, new roof, etc...?
• Families downsize to more affordable housing everyday.
• Maybe it’s time to sell and/or lease.
• You will never see a U-Haul truck in front of a hearse....move before your Lodge dies. Again....Your building is not your Lodge. Your Members are your Lodge.

The strength of the team is each individual member. The strength of each member is the team.

Phil Jackson
Create a Positive Lodge Atmosphere

• Establish a *Welkoming* Committee.
• **Establish**- Clique-free zones.
• **Communicate**- Good News with phone, email and Facebook tree.
• **Don’t forget**- About your senior Members. Set up car pools and bring them to the Lodge. Send cards to hospitals and nursing homes. Don’t let them drop.
• **Members helping Members**- Charity should not only be reserved for others. This is what makes us fraternal.
• **Create**- Additional committees with the purpose of helping fellow Members in a variety of ways.
• **Sunshine Committee** - Birthday cards and Get Well cards.
• **Visitation Committee** - Visit shut-ins, hospitalized Members, or in nursing homes.
• **Telephone Committee** - Call Members and invite them to events or to just check on them.
• **Home Help Committee** - For minor repairs when needed by senior Members.
DRAMA IS BEST LEFT ON STAGE.
REPEAT AFTER ME: I CAN DO THIS