

**THE NATIONAL MEMBER INVOLVEMENT
RETENTION GUIDE**

PREPARED BY
Membership-Involvement/Retention Committee

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THE OBJECTIVE OF THIS GUIDE IS:

- **To provide a user friendly 12 month guide. For Squadron and District Member Involvement Chairs, to do 'Whatever It Takes' to effectively reach their commitment of Retaining Members.**

To provide varied solutions, as there is no 'one size fits all' solution for improving retention. Suggestions can be used as a guide for a Squadron to develop a workable plan that will achieve their individual goals, resulting in 3% growth, or similar objectives. A Squadron that is able to create and implement a successful retention program, is a Squadron that is on track to becoming a strong and successful Squadron.

- **To establish a 'Time Line' for tasks. Providing a guide as to when each task starts and a completion date. We suggest a 12 month Retention Program. To be successful, it is essential that the 'Time Line' is followed closely.**

INVOLVEMENT OPPORTUNITIES ARE EVERYWHERE

- **GETTING INVOLVED IN USPS IS A PERSONAL CHOICE.**
- **THE CHOICE IS YOURS.**
- **OPPORTUNITIES ARE THERE, ONLY IF YOU TAKE ADVANTAGE OF THEM.**

**I.F.T.S.
INVOLVE FROM THE START**



TIME LINE

JANUARY – FEBRUARY

- **Involve your Senior Members. We need their participation. Utilize their skills in mentoring, teaching, proctoring, marlinespike, telephone committees, Vessel Safety Inspectors**
- **Record member's attendance at meetings. When they 'sign in' it is an indicator to the member that their attendance is important and observed. (The Commander and Member Involvement Chair are also interested in who did NOT attend and will use this information for follow up.)**
- **When a member has missed 3 meetings and / or events, the MI Chair arranges with an appropriate Chair to call with a ' We've missed you' message. If necessary, schedule a personal visit and/or invitation.**
- **First and foremost, you need to know WHY the member has been absent, then take appropriate action. Do not wait until dues renewal time to start taking action, you may have lost a good member in the interim.**
- **Keep your meetings crisp and interesting. No long winded speeches that discourage members from attending.**
- **Remember to have greeters at the door to make everyone feel welcome, especially new members.**
- **Encourage senior members to join newer members, or invite them to sit with them.**
- **In February, plan a Valentine's Day theme for your general meeting. Everyone is given half of an inexpensive valentine and matches it up to find their dinner partner.**



TIME LINE

MARCH

- **Continue the ‘Follow Up Program’. Do Not wait until April to try to save those inactive members. A telephone call or visit now, will boost your renewal numbers in June.**
- **Check out the members who are NOT involved. Contact the Committee chairs and suggest they contact members by matching their skills and interests from the survey form, to vacant positions.**
- **Ask for help in an area of interest, for ‘an hour next week’ or an hour per month. Outline the task and get commitment. Keeping the tasks small will net positive results. Divide and conquer by breaking tasks into smaller units, giving more members the opportunity to participate.**
- **There are many ways to say ‘Thank you’. Don’t forget to use at least one of them. Recognition is one of the finest ways to deliver positive reinforcement.**
- **March is the month MI chairs plan for Spring Conferences. Plan a Member Involvement Seminar for your Conference. Make it fun and informative. This is your opportunity to involve and educate your new MI Chairs. If you are the District MI Chair, send a letter to all Squadron MI Chairs and Administrative Officers inviting them to your seminar. Provide time for an exchange of ideas. Distribute all the latest handouts and news from National Member Involvement Meetings. If travel distance is not a problem, invite your NMIC rep to speak at your seminar.**



TIME LINE

APRIL - MAY - JUNE – JULY - AUGUST

DUES RENEWAL AND RETENTION

We have approximately 50,000 members who will receive dues notices in May, stating dues are payable by 31 May.

TIMELINE

RESPONSIBLE

Week 1 April	Each Squadron prepares a list of members who have joined within the past 5 years and are not actively involved.	Treasurer, Roster Chair
By 15 April	Squadron Cdr. sends a letter to each member on the list. (see attachment 'A')	Sq. Cdr. assisted by MI Chair
Week 1 May	Dues notices sent to all members with May Anniversary, requesting payment by 31 May.	Headquarters
31 May	Second notice sent by HQ stating deadline for payment is 30 June.	Headquarters
By 31 May	Treasurer prepares a list of non-Renewals for Squadron Cdr. and MI chair.	Treasurer, Cdr., MI Chair
Week 1 June	Squadron Cdr. sends a second letter to each non-renewal. (see attachment 'B')	Sq. Cdr., MI Chair
Week 1 June	MI Chair assists Telephone Com. in calling each non-renewal on the list. (see attachment 'C' guidelines)	MI Chair, Telephone Com.

TIME LINE

TIMELINE

RESPONSIBLE

Week 1 June (Continued)	It is vital that they <u>speak</u> with the individual. A message on voice mail could be ignored. For best results have calls made by someone who knows the member.	MI Chair, Telephone Com.
Week 3 June	A personal visit to a non-renewing member can make the difference. The power of one on one will often provide positive results. Again, try to choose someone who knows the member.	MI Chair, Cdr., Telephone Com., Bridge
Week 1 & 2 July	If your Squadron Exec. Committee agrees, waive the reinstatement fee for members who agree to renew when you call or visit. The caller completes the survey form, if there is a definite no. (See attachment E)	MI Chair, Sq. Cdr. Bridge, Telephone Com.
Week 3 July	Mail a survey form to the non-renewing member if they have not provided the information previously. Enclose a letter (see Attachment 'D') and stamped, self addressed envelope. Request a return by 10 August.	MI Chair, Sq .Cdr.
Week 2 Aug.	Have you missed anyone? Try one more time to contact those elusive non-renewals. Prepare a report (see attachment 'F') for Sq. Cdr. & Dist. Cdr. Forward copies of survey form to Dist. MI Chair, who forwards to National Member Involvement Rep.	MI Chair, Treasurer



TIME LINE

SEPTEMBER - OCTOBER

•It's Fall Conference time and you are planning another Member Involvement Seminar. You have all the news and handouts from the Spring Governing Board Meeting to distribute to Districts and Squadrons. Involve your members with speaking assignments and allow time for an exchange of ideas.

•Share information from the Member Involvement Survey forms with Conference attendees. Discuss reasons for non-renewals and how to improve retention.

•Suggest the Vessel Safety Instructor Training for new and non-active members. This program facilitates community awareness of USPS and involves our members.

•Squadron Member Involvement Chair and Telephone Committee will gain valuable information by assisting at interview time. When making follow up calls, you already know the new member.

•Plan a Halloween Party, or make it the theme for your October General meeting.

•Don't forget the all important 'Thank You', 'Well Done', 'Super Work', and just a reminder.....When you are enthusiastic, don't forget to tell your face!



TIME LINE

NOVEMBER - DECEMBER

Appointing A New Member Involvement Chair:

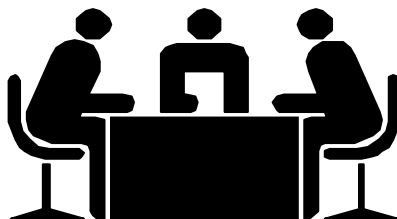
- **Incoming Squadron and District Commanders meet with the new Bridge before Change of Watch. Review roster and choose the very best person for Member Involvement Chair. The MI chair plays a vital role in Retention 12 months of the year, as they interface with the Commander, Treasurer and reports directly to the Administrative Officer. In making your selection, look for a member with an outgoing personality, people skills and time to do the job.**

- **Member Involvement Chair Meets With The Educational Officer prior to publication of the following year's schedule of courses. It is imperative that the SEO schedules a sufficient number of Public Boating Courses to provide new members for Squadron growth. Consider presenting a reasonable forecast at the Executive meeting, showing anticipated member losses, based on past experience, estimating number of new members needed to achieve the Squadron's goal.**

For example: During the previous membership year (1 June - 31 May) your Squadron added 25 new members. As of 1 July, there were 28 non-renewals. Simple math indicates this Squadron is not growing in membership. Calculate the # of new members needed to offset the average # of non renewals recorded over the past 5 years.

- **Also ensure that a Seamanship, Piloting or an Elective course is scheduled to begin within two weeks of the conclusion of each Boating Course. This encourages new members to 'sign up' for the next course.**

I.F.T.S. Involve From The Start!



15 April 2003

To:

From: Commander

Dear:

It has been my distinct pleasure to serve as your Commander. As you know, membership in any organization is the key to success and that leads us to the reason for this letter.

Your 2003 USPS Membership renewal card has been mailed from National Headquarters and you should receive it soon. I am personally asking for your commitment to renew your Membership in our Squadron for the coming year. It is the first step towards another successful year and YOUR Membership is very important to our Squadron.

Your USPS dues directly contribute to helping us continue to teach safe and responsible boating to the public and provide further education to our members.

We have established a Calling Committee to reinforce our efforts this year and you may hear from them soon. Please give them the benefit of your suggestions for improvement and help us end the year retaining ALL our members, by saying 'YES' to renewing your membership. Thanks,

Fraternally

Squadron Commander

Attachment B

1 June 2003

To:

From: Commander

Dear:

While checking our list of members who have renewed their USPS Membership for next year, I noted that your name was not on the list. I hope this was just an oversight, and you just forgot to put your dues in the mail. If this is the case, would you please send your check for \$ payable to our Squadron. I enclose a self-addressed stamped envelope for your convenience.

As you know, the benefits in USPS membership are many:

- Up to 20% saving on boat insurance
- Our rendezvous and social meetings provide opportunities to join other members and share ideas
- Our Educational Programs are second to none
- The VSC Program provides an opportunity to become involved as time permits

And the list goes on. If you are a busy person and do not have time to participate in all or any of the activities offered, please consider sending your renewal check as a donation to help us continue our efforts in saving lives and making the waterways safer for everyone. Thanks,

Fraternally,

Squadron Commander

THE ALL IMPORTANT TELEPHONE CALL TO A MEMBER WHO HAS NOT RENEWED

Bad Telephone Call

"Hello Jerry, have you sent your check to renew your membership?"

Good Telephone Call

"Hello Jerry, how are you enjoying your boat?" " We missed you at our rendezvous/meeting." (Elaborate on details of the event) "How is (spouse)?"

"Our renewal date is upon us, I just sent my check and wondered if you had mailed yours?"

Have your responses ready before making the call.

'I sold my boat'

'You can still enjoy the friendship of members, Squadron functions and Community Involvement.'

'I'm not able to get to meetings. I don't drive anymore'

We can arrange transportation for you, so you can still enjoy the Camaraderie of the group, would that help?'

'I'm not interested in taking more courses'

'Have you considered helping us with our Vessel Safety Check Program?'

If all efforts fail, try this, 'You probably make an annual donation to the Cancer Society, the Salvation Army or other organizations. We would like you to consider your dues to USPS a donation to help us continue in our efforts to teach safe and responsible boating, saving lives on the waterways.'

SURVEY FORM

If the member indicates they will definitely not renew, have the survey form (Attachment E) ready and complete the form before closing the conversation.

Attachment D

July 2003

To:

From: Commander

Dear:

As of this date, we have not received your USPS dues renewal. We would be very disappointed to have you leave us, but if you have decided not to renew, please tell us why. Do not hesitate to give us your honest thoughts as to the reason you are not renewing.

Hearing from you, with some positive ways we can improve, will contribute to the enjoyment and satisfaction our members receive through USPS membership.

Please take a few minutes to complete the enclosed survey and return it to me in the stamped self addressed envelope by 10 August. We thank you for your input, which will help us better serve current and future members and help us retain good members like yourself.

Fraternally,

Squadron Commander

USPS NON RENEWAL SURVEY

Squadron _____ District _____ Date _____

Achievements

Name / Grade _____
Years of membership _____ Merit Marks Earned _____
OT Taken _____
Offices Held _____
Courses Taken _____
Communications Read Sq _____ D _____ Nat _____
Favorite USPS Activities _____

Functions Attended _____

Reasons for non renewal

(Please check areas of concern)

Personal

- Too Busy
- Health
- Moving
- Dues / Costs high
- Meetings too far away
- No longer interested in boating
- Education not fulfilling

Squadron

- Ineffective Mentor
- Unfriendly Members
- Ineffective Phone Com / Communications
- Not enough Program Variety
- Not enough Boating Activities
- Not enough Participation Opportunities
- Not enough Family / Youth Activities

(Please Comment)

Fraternal Activities _____

Civic Service _____

Educational Opportunities _____

Member Benefits _____

Your squadron can be improved by _____

Recorded by _____

Comments _____

Squadron Non-Renewal Survey

Squadron Name: _____

Date: _____

Total # members now:		Total # non-renewals:	
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Please summarize these statistics for non-renewals

Category	Under 3	Over 3
Years of Membership		
Merit Marks earned		
Educational Classes taken:		

Highest Grade	S/P	AP/JN/N
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Reasons for joining Squadron/USPS?	How Many
Educational Classes	
Cruise and Rendezvous	
Social Programs	
Boat Insurance	
Other	

Specific reasons for not renewing?	How Many
No longer own a boat or interested in boating	
Lack of friendliness or interaction from members	
Busy (Other outside activities compete for time)	
Not enough boating activities	
Meeting locations	
Lack of variety at meetings/speakers	
Lack of participation opportunities	
Business, family interference, or personal	
Health problems or death	
Dues increase or financial difficulties	
Other (Please explain with other comments)	

Please solicit and forward any recommendations for improvement or additional USPS benefits. Use the reverse of this form or additional sheets for other comments. Please use **legible** handwriting or print.

This is an informal survey seeking ways in which we can improve or make it more desirable to be a member of USPS. Reasons for non-renewal will not necessarily equal the total number of member non renewals.