



Member Engagement and Retention

Introduction

Having an engaged membership leads to higher retention. High engagement, in turn, drives member achievement, which leads to club growth. The purpose of this session is to train club officers in developing strategies for retaining members and re-engaging past members.

Overview

First, club officers will connect what their club does well to member goals. Then, they will create a plan to re-engage past members. Finally, they will share key takeaways from their plan with the rest of the group.

In this session, facilitators discuss the following topics:

- Retaining Members
- Re-engaging Past Members

Objectives

After completing this session, club officers will be able to do the following:

- Develop strategies to retain members
- Develop strategies to re-engage past members

By meeting these objectives, you will address member retention and plan to re-engage past members to improve your members' experience.

Materials

- PowerPoint
- Session Workbook PDF

Time

- 1 hour 35 minutes



Facilitated Session

(95 minutes)

In this session, Facilitators deliver the following topics:

- Retaining Members
- Re-engaging Past Members

Sequence

- Introduction (5 minutes)
- Retaining Members (40 minutes)
 - Title Slide (up to 2 minutes)
 - Whole Room Discussion and Present slides (up to 3 minutes)
 - Breakout Room Activity (up to 23 minutes)
 - Whole Room Discussion slide (up to 10 minutes)
 - Review slide (up to 2 minutes)
- Re-engaging Past Members (40 minutes)
 - Title Slide (up to 2 minutes)
 - Whole Room Discussion slides 1-2 (up to 3 minutes)
 - Breakout Room Activity (up to 23 minutes)
 - Whole Room Discussion slide (up to 10 minutes)
 - Review slide (up to 2 minutes)
- Conclusion and Assessment (10 minutes)
 - Conclusion Slide (up to 4 minutes)
 - Assessment Slide (5 minutes)
 - What's Next Slide (up to 1 minute)



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