

retain

Top Five Ways to Keep Members

Membership “retention” is the process of “retaining,” or keeping members. Once members sign up and pay dues, make sure they become involved, contributing members of your chapter....ones who will want to join again next year!

1. Create a chapter “by the members, for the members, and of the members.” FCCLA is not just something you join, it’s something you do. Make sure members help choose and create chapter projects and activities. The whole chapter determines and pursues these activities together. Discover and use all members’ talents and capabilities. Support members’ individual projects, and encourage each member to participate in FCCLA: The Ultimate Leadership Experience.

2. Give members information and help them get involved. Chapter leaders, including officers and the adviser, are responsible for knowing what opportunities are available through FCCLA and offering them to members. National FCCLA provides information through *Teen Times*, *The Adviser*, the *E-Adviser*, Adviser Blog, chapter mailings, and the Internet at www.fcclainc.org, along with a rich variety of resources available through the FCCLA Online Store. Use posters and bulletin boards to highlight FCCLA national programs and events.

3. Create and carry out a program of work. A program of work is a complete plan for chapter action throughout the year. It spells out the chapter’s goals and steps members will take to reach them. By writing out a program of work,

chapter leaders can analyze the year’s plans and make sure there is a balance of team building, fundraising, fun, and recognition activities.

A written program of work also shows all members what opportunities are available and how they might become involved. (See the national website, www.fcclainc.org, for activities you might want to include in your chapter’s program of work.)

4. Know and care about members as individuals. No one stays involved when they stay a “stranger.” Part of the joy of FCCLA is making connections with other people, especially ones you might not get to know otherwise. Set up a system to have experienced members “mentor” new members and help them become active in the chapter.

5. Plan exciting meetings. Chapter meetings serve to unify the chapter, accomplish chapter business, and inform members about Family and Consumer Sciences topics that relate to current chapter projects. Strengthen your chapter’s meetings by—

- having a purpose and agenda for the meeting
- making sure student leaders plan, prepare for, and lead the meeting
- involving members in making decisions, sharing ideas, asking questions, etc.
- including fun team-building activities
- using parliamentary procedure to accomplish chapter business as efficiently as possible
- observing district/region, state, and national events for tips on how to perk up meetings.