

## High Twelve International – Club Retention Calling Program

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Attendance at Club meetings is extremely important to the success of any Club. If a member dies, or resigns, it will take two new members to experience any growth in membership. The one new member will replace the member whom you lost and the second new member will represent your growth in membership. If a member stops coming to meetings, you are almost in the same situation unless you can get him to come back.

What can we do to retain membership? One way is to form a Retention Calling Committee. It is a simple idea but one which can work! Here is how to do it.

1. If your Club maintains a record of attendance for meetings, you are off to a good start.
2. If your Club does not maintain a record of attendance, have your secretary start one.
3. Form a Retention Calling Committee which should be based on the size of your Club
4. For very large Clubs, the number of members on the Committee may be six to eight members. For small Clubs, the number may only be one or two members. Over time, you can adjust the number of members in order for the calling process not to be too much work for any of the Members.
5. It is very important for the secretary to track the attendance at the meetings. If a member misses three straight meetings, the secretary should inform the Chairman of the Committee of the name(s) of the member(s) who should be called and, if he has the telephone number(s) for the member(s), provide that information. The Chairman then asks the members of the Calling Committee to make the calls. It can be helpful if the member making the call knows the person whom he is calling.
6. Most clubs have members who have not attended meetings for a long time. The Calling Committee can be a good way to contact them and encourage them to come back to the meetings. The Chairman should divide the names of those members among the Committee Members and ask them to make calls. When making the calls, ask the members why they stopped coming to the meetings. Is there something that you don't like about the meetings, the food, the programs, anything else? Do you need a ride? Are you not well? You get the idea!