

Membership Retention Committee Report

Why and when committee was formed: At FLC 2018, Governor Richard spoke to one of his goals of membership retention. Governor Richard wanted to establish a committee to look at membership retention on what works well and where improvements could be made. A committee was formed with the intent to have a representative from each zone with different years of service in kin.

Committee Members: **Zone A** – Scott Underhill, **Zone B**- Wade Dooley, **Zone C**- Mark Thibedeau, Donna Atwater, **Zone D** -Patsy Inkpen, **Zone E** – Withdrew.

Purpose of committee: How to retain members.

Action taken: A membership retention survey with the following 3 questions was sent to members. How many years have you been in kin? Type of club: Kinette, Kinsmen or Kin? Name one suggestion that clubs could implement to retain members.

A total of 132 responses to the survey were received back. Responses were received from all zones in District 7. We received some good feedback and after discussion with the group we feel that the following are the top areas that district should work on. The committee will make a presentation at district in June 2019 when we will be asking the membership what order they feel the district should work the items below.

(1) Dues and costs: Dues are always a topic of discussion. Some members do not understand why you need to pay to volunteer. Why are dues so high? Dues are crippling small clubs in that by the time dues are paid little or no monies left to go back to community. Raising money to pay dues. Some clubs have members who work away and cannot attend all meetings or kin functions and would like to see partial membership fees.

Recommendations: Educate clubs where dues come from. Look at the amount of funds raised per year from clubs and place them in groups (10,000 or less, over 10,000 etc.) to see what specific tools could be put in place to help the clubs. Look at different levels of membership dues: would need to make sure members do not feel like levels of members for example full member or part time member. Fundraiser to help with dues.

Additional and costs to attend kin conferences: midterm, FLC, Spring Zones, District and National Conventions.

Recommendations: for clubs to host a fundraiser for such events: either internal or have a public fundraiser advising the public that the funds for this project are going to club to send members to conventions. **Convention Incentive:** Free trip to a convention (FLC /District): Due to costs, not all members are able to attend FLC or district convention. Suggestion offer to have a draw to pay for registration and hotel for any member within the province of the convention who has not attended convention before. It gives a member an opportunity to see what other do, kin education and fellowship.

(2) Education and Mentorship: Members are looking for more education and mentoring at club, zone and district level. Suggestion all members on district, zone club level should attend an education session on what their roles are, how to run a successful meeting. District members could mentor the zone team and club executives on the roles. Example: District Treasurer could mentor club treasurers, district service mentor zone /club service directors. More education on social media and kin resources.

Role of Membership Director: We need to educate members from the club level on what is involved in that role: recruitment and retention Recommendation: Set up training for membership directors can use Adobe connect, have quarterly calls with zone membership director.

Club Executive: Need to become aware and identify members showing interests and support /mentor for kin club executive roles, project chairs etc. Mentoring and showing confidence will help maintain members. Club could hold kin education sessions at meeting.

Role of the Deputy Governor: More involvement with clubs, exit surveys and retention. Deputy Governor needs to become more engaged with members at club visitations.

Recommendation:

A suggestion was made that when the DG speaks to the president on the official visit about the how the meeting went and any concerns / positive feedback another member or 2 be present. This presents a good opportunity for the DG to educate additional members on what Kin Canada goals are, how club meetings should run, what works well and maybe some helpful hints on how to improve some areas the club maybe struggling with. This could lead to that member wanting to become more involved. More personal connection with national and district is needed as well.

(3) Club Culture: Club culture also has a definite influence on retention- members will be impacted by the tone of the meeting. House rules will help insure the meeting is run efficiently with a positive atmosphere. Need resources on how to handle problem members and bullies.

Fellowship is key for retention-members more focused on getting service projects done with no fellowship. All work with no fellowship can burn members out and kin becomes like a second job.

Recommendation: Need more fellowship after projects, during meetings (example some clubs have meal at meetings, birthday celebrations, etc.) Clubs that participate in fellowship after projects seem to retain members. This creates a balance between our service work and fun. **Executive positions:** Limit the number of times a person can be president, treasurer, etc. Executive positions should change frequently this gives opportunity for new ideas and growth.

The Club Health Assessment is a good tool to monitor club culture provided when they are completed the clubs receive feedback and recommendations to help club.

(4) Inclusion: All members need to feel welcome and that their ideas and opinions matter whether you are a new member or a seasoned member. Without pressuring anyone get new members involved with project management as soon as possible. Be willing to listen to their ideas and accept them as a full member. If we keep building walls between members people won't stay.

(5) Recognition: One suggestion was to have more recognition from governor and deputy governor. For example: a welcome letter to new member or a congratulations letter when member receives a Maple Leaf Award, etc. The congratulation letters would require team work from club presidents and or if club has award chair. Have Kin of the week/month and more club recognition.

Exit Surveys: Very important to do exit surveys but it was not one of the main concerns mentioned by the membership : Link to forms <https://form.jotform.com/kincanada/KinCanadaExitSurveyD7>.

Recommendation:

The group discussed how the deputy governors and club presidents should make sure that these surveys are passed on to members leaving kin with a follow-up to see if form was completed. Completed forms should be sent to deputy governors to keep track of and bring information to district council.

Yours in kin,

Membership Retention Committee

Donna Atwater, Scott Underhill, Mark Thibedeau, Patsy Inkpen, and Wade Dooley.