



Membership Retention

Region 15 Leadership Day, February 7, 2021

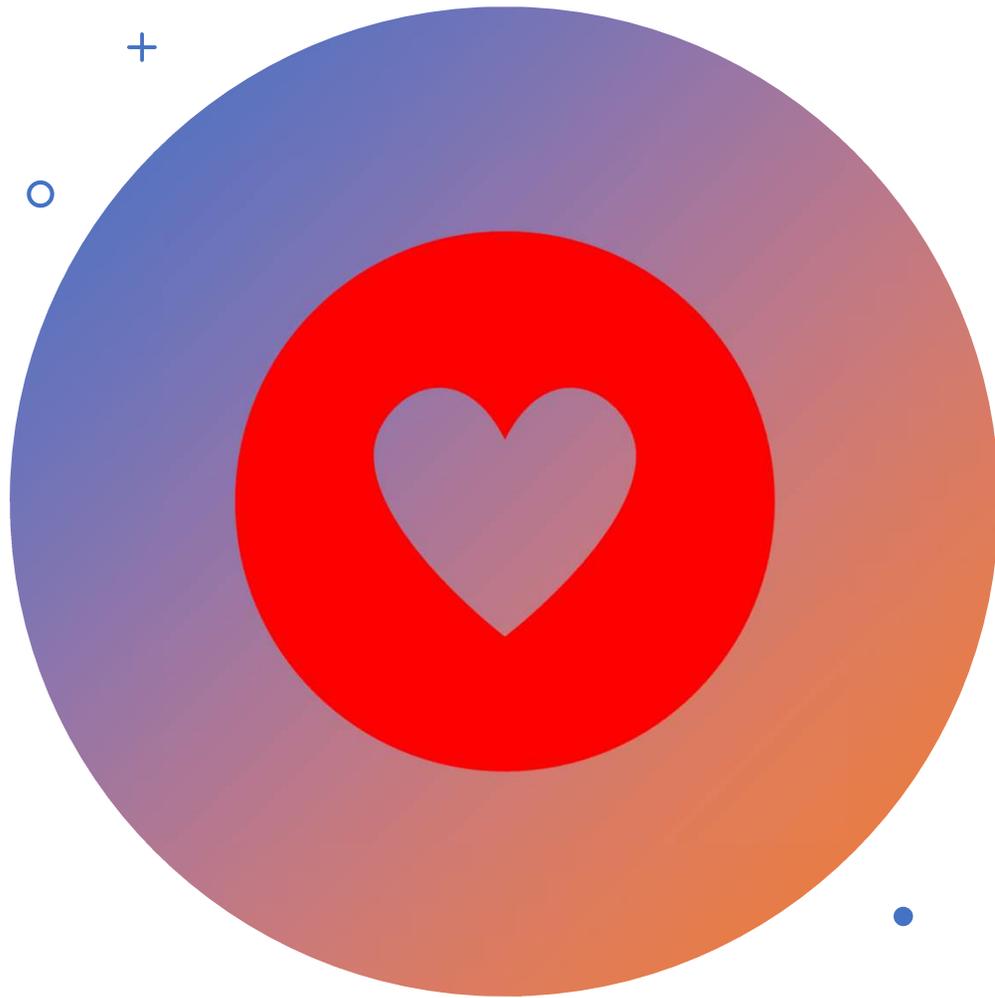
Debra Aungst, Chair, Membership Retention Committee

Class objectives

Why members stay

What you can do to help them stay

Planning for the New Normal



All You Need Is

Love

- *Add feelings to chat*

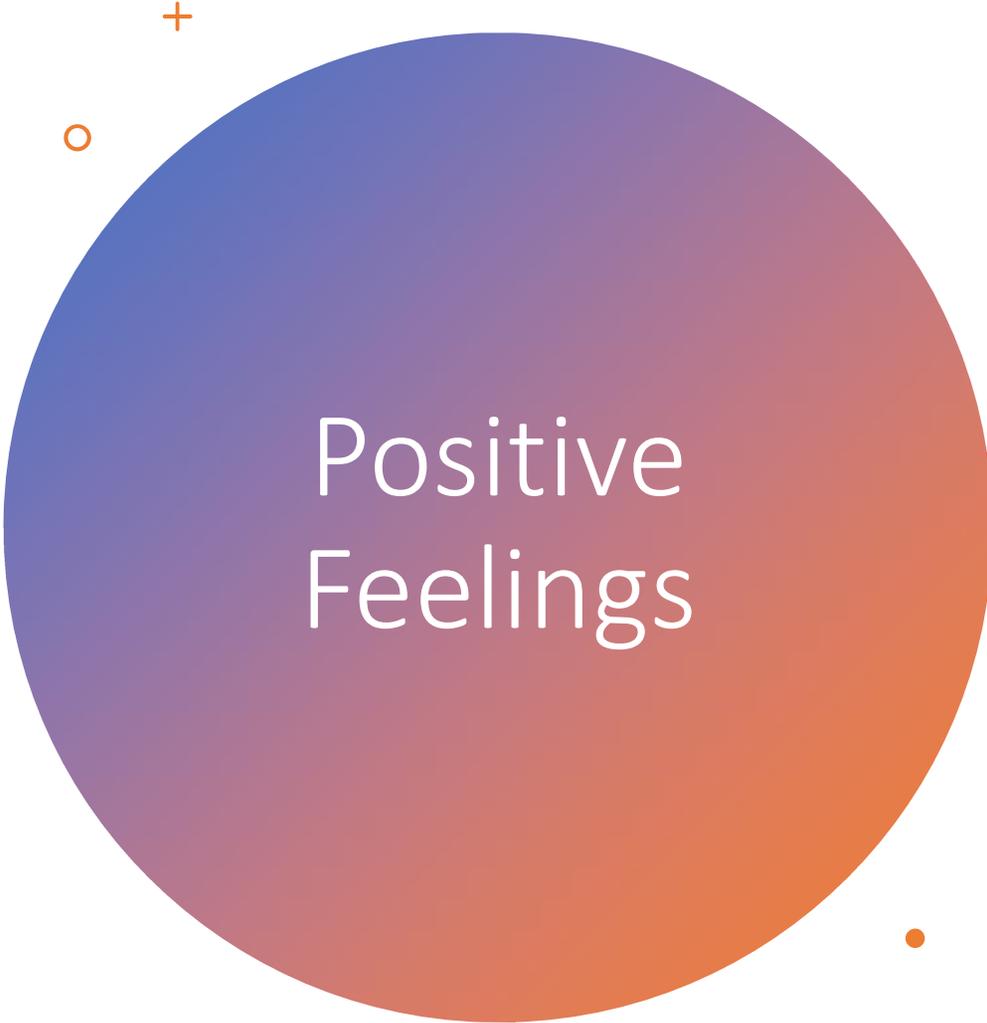


You Have The
Answers

I Have The
Questions



Logistics



Positive Feelings

- Belonging
- Valued
- Appreciated
- Respected
- Safe
- Productive

6 volunteers to define, 30 second each





Negative
feelings

- Under....
- Invisible
- Not heard
- Unimportant

**I've learned that people will forget what you said,
people will forget what you did, but people will
never forget how you made them feel.**

Maya Angelou



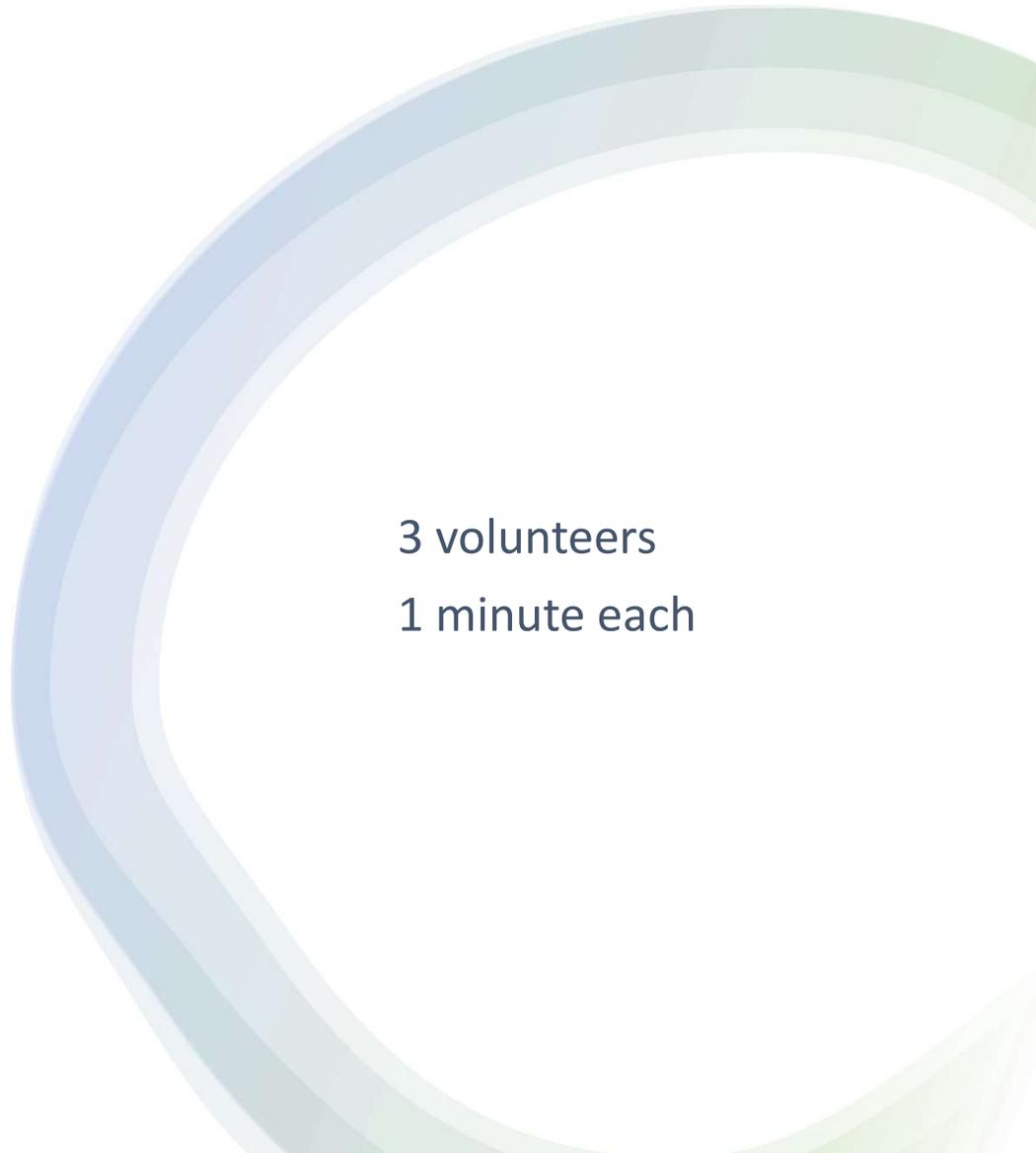
Actions Louder Than Words

- Asks my opinion
- Teaches me personally (PVI)
- Doesn't respond to my emails in a timely manner
- Asks me to help (an opportunity to contribute)
- Does it for me (don't you trust me to do it right?)
- Ask me to do a project, but never uses my work
- Asks me to come prepared to sing a particular song at the next rehearsal and then doesn't singing that song





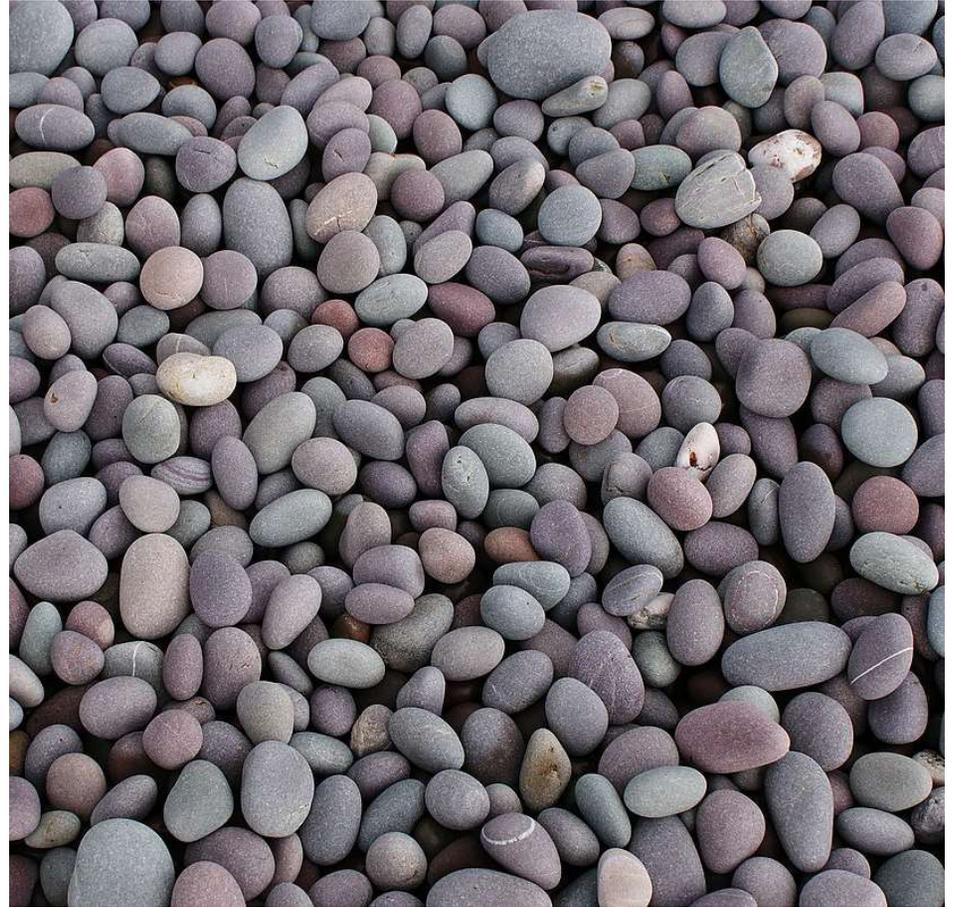
Your Story



3 volunteers
1 minute each

Pebbles in Shoes

- Failing to plan engaging rehearsals (don't respect their time)
- Failing to plan for the future
- Engaging in gossip or side comments (for your ears only?)
- Failing to get find out why a member is disengaged
- Failing to find a way for each member to make a contribution to the chorus in a way that utilizes their talents and is in alignment with their interests (and fits within their schedule)
- Not being attentive to the care and feeding of members as a part of your weekly planning.
- Failing to proactively establish a positive culture of belonging



Your Homework Assignment

Assignment #1 (90 seconds)

- List 3 things you can do to remove pebbles

Assignment #2 (30 seconds)

- Now prioritize those 3 things





The NEW NORMAL

Post Pandemic Reopening

A long time ago in a galaxy far,
far away. . .

STAR WARS

Episode IV

A NEW HOPE

*It is a period of civil war.
Rebel spaceships, striking
from a hidden base, have won*

Three Key Questions

1. **How** willing are people to settle for the same old thing?
2. **What** will have to be different?
3. **How** will you plan for your new normal?



4 volunteers, 1 minute each

Your Homework Assignment

Assignment #1 (90 seconds)

- List 2 things you can do to plan your future?

Assignment #2 (30 seconds)

- Now tell someone you don't know very well via private chat your 2 things



Thank you!



Good
Leadership

=

Membership
Retention

Class objectives

Why members stay

What you can do to help them stay

Planning for the New Normal

Do it NOW...
with Love!

Each member
is worth it!

