



# Membership Retention

Region 15 Leadership Day, February 7, 2021

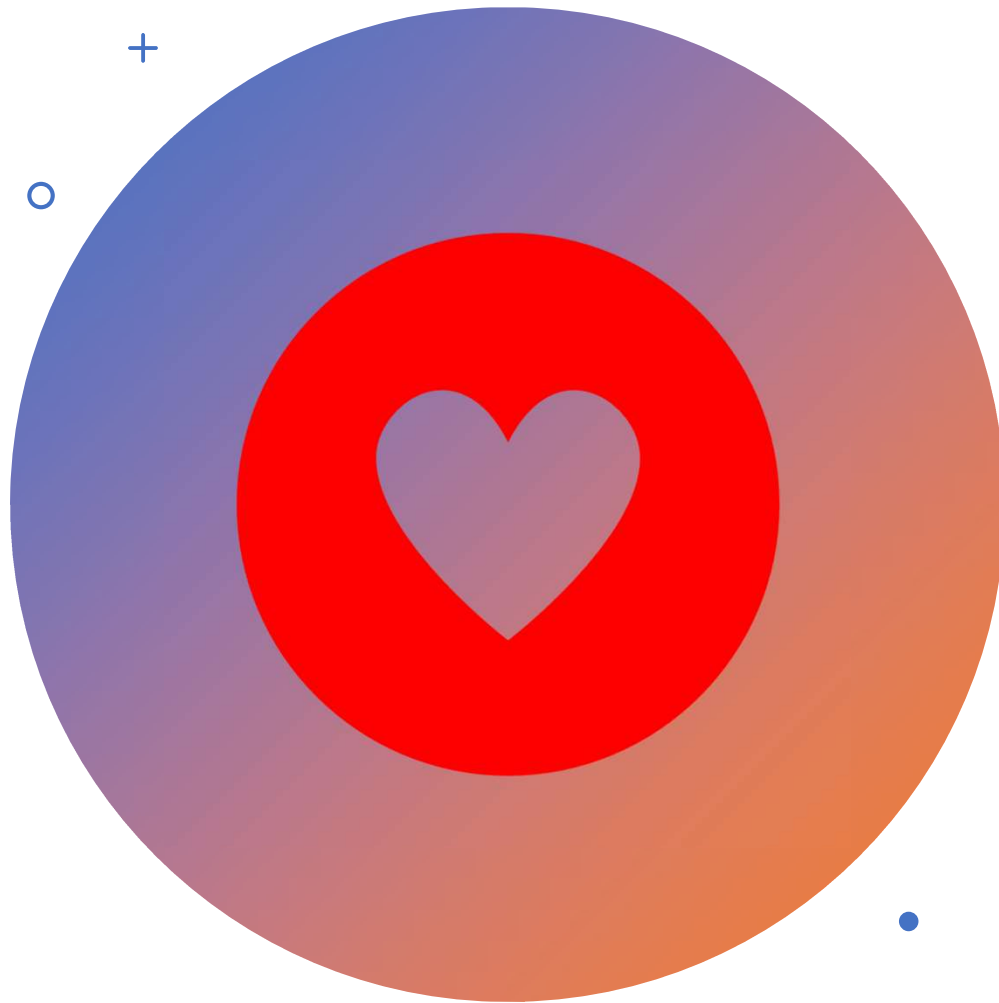
Debra Aungst, Chair, Membership Retention Committee

# 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


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# 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*



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# Actions Louder Than Words

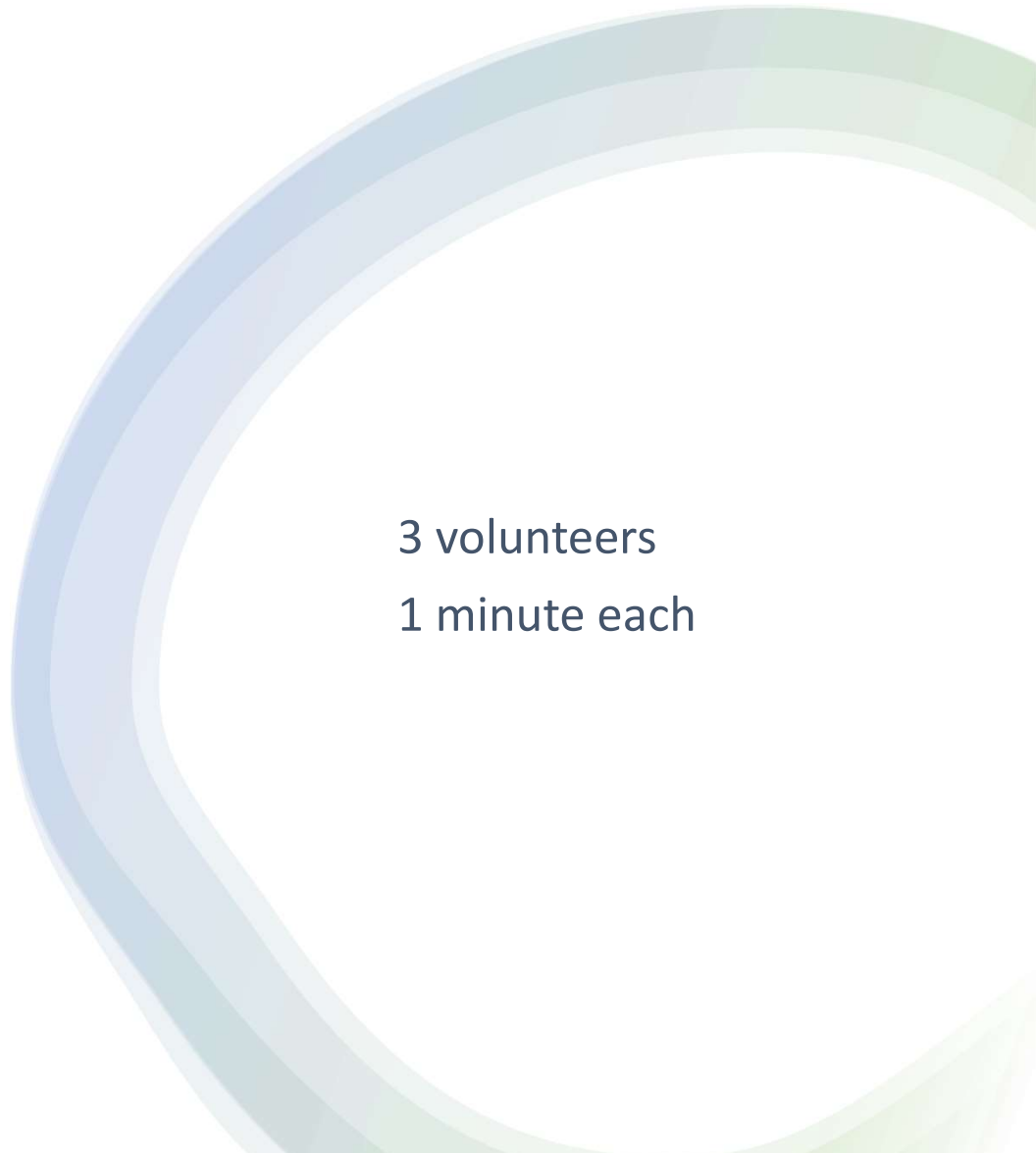
- Asks my opinion
- Teaches me personally (PVI)
- Doesn't respond to my emails in a timely manner
- Asks me to help (an opportunity to contribute)
- Does it for me (don't you trust me to do it right?)
- Ask me to do a project, but never uses my work
- Asks me to come prepared to sing a particular song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





A decorative wavy line in shades of green and blue, curving upwards from the left edge of the slide.

# Your Story

A large, thick, multi-layered circular line in shades of green and blue, forming a partial circle on the right side of the slide.

3 volunteers  
1 minute each

# Pebbles in Shoes

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- 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!



*If your actions  
inspire others to  
dream more, learn  
more, do more and  
become more, you  
are a leader.*

John Quincy Adams

AZ QUOTES

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!

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