

ELKS

LET'S SOAR WITH 4 IN 2024!

Elks Marketing and Membership 2024-2025



October 25, 2024—2:00 PM

Sera White, Vice President, North

Idaho State Elks Association

Community • Friendship • Charity



Tackling **DELINQUENCY** and Maximizing Membership **GROWTH**

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Ignite the
SPARK in
your Lodge!

Special Initiations **DELIVER** Results



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Igniting the **SPARK** in your Lodge

Our Goal: Use special initiations to grow membership and better tools to retain members and reduce dues delinquency with better dues payment options

Why it Matters: Slow initiations and dues delinquency cost us revenue and weaken our community impact



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Don't keep your **CANDIDATES** waiting!

Let's **INITIATE** Our New Members Promptly



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Last year we lost **\$1.1 million** in dues from **11,000 members** left uninitiated!

FAST-TRACK Initiations

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- 1 Follow-up with candidates
- 2 Ask them to join the Elks
- 3 Review the applications
- 4 Schedule a Special Initiation!
- 5 Initiate them!

Don't keep
your
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waiting!

Let's **INITIATE** Our New Members Promptly



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Why Immediate Action Matters

Delays cost, increases membership growth and engagement

Call to Action

Don't keep candidates waiting; fast-track them into the Lodge

Successful Lodges are cutting the time a candidate waits to be initiated by holding special initiations.

Your Lodge's Secret **WEAPON**: Statute 15.070

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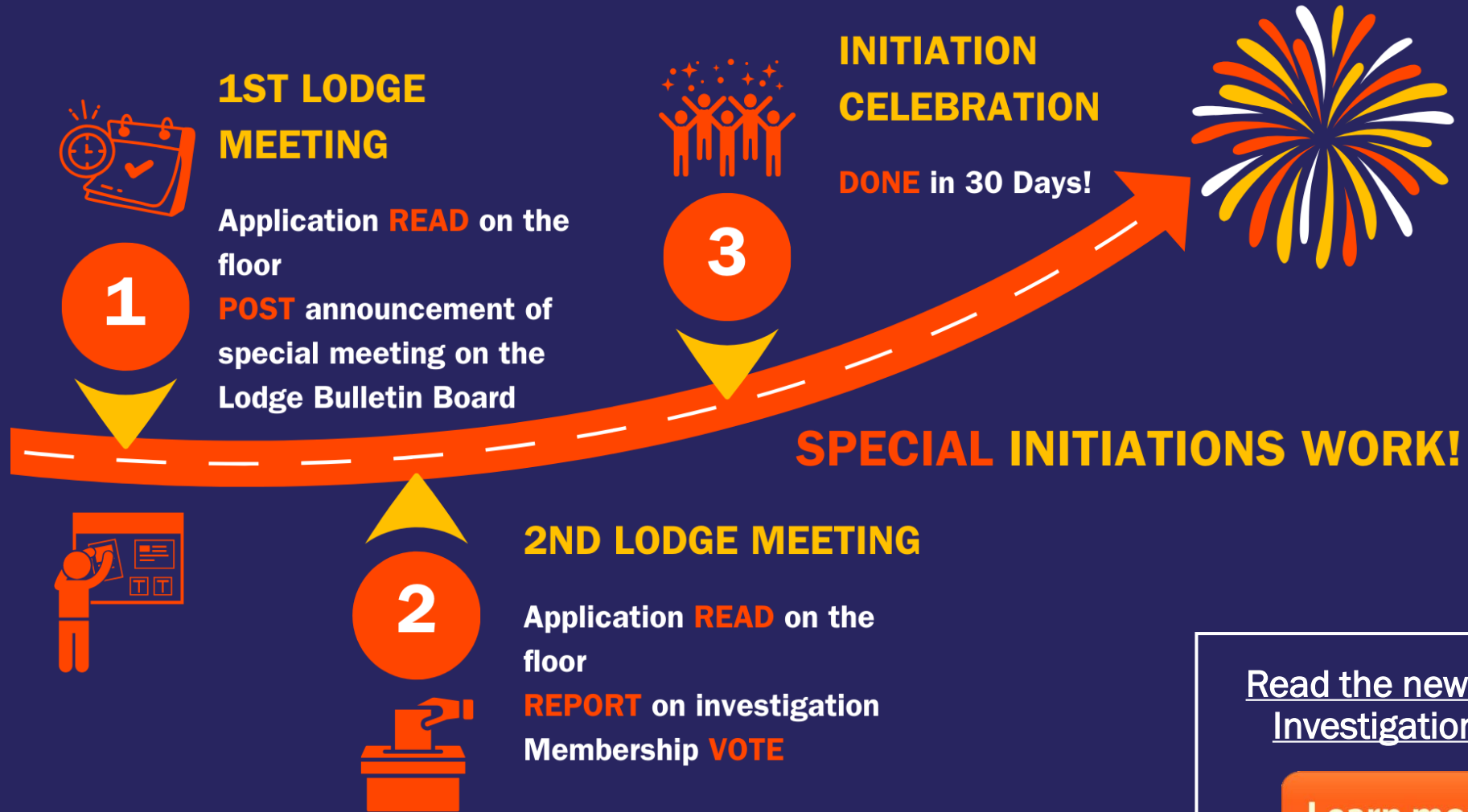
Section 15.070. Lodges shall meet in regular session at least once a month, but may meet twice a month, three times a month, four times a month, or weekly, as provided in the Lodge By-Laws. The Lodge By-Laws may designate any three months of the year, except the months of February, March, and April, in which only one regular meeting is required to be held.

The Grand Exalted Ruler or the District Deputy may grant a dispensation to omit or reschedule a regular meeting except during the month of February. A regular meeting may be rescheduled upon five days' notice to all Members of the Lodge.

Special meetings may be called by the Exalted Ruler upon three days' notice to all Members of the Lodge. The notice shall state the special business to be considered; no other business shall be considered or transacted.

No Lodge meeting shall be held outside the jurisdiction of the Lodge, without the prior written consent of the Grand Exalted Ruler.

3 Simple Steps to **SPECIAL** Initiations



[Read the newly updated Investigation Manual](#)

Learn more





New GER WELCOME Greeting



Welcome
to the **Elks!**

Dear Sharon:

Welcome to the **Benevolent and Protective Order of Elks!** We've been serving communities throughout our nation since 1868, and we're thrilled to have you join us.

Once you have completed your initiation, here is what to do next:

- [Register on Elks.org](#) to access exclusive content and manage your membership. You can even opt-in to access *The Elks Magazine* online!
- [Complete a short survey](#) about your background and interests on the My Journey Begins website.
- [Explore leadership opportunities](#) within your Lodge.
- [Invite your friends and family](#) to join us in serving the community.
- [Earn fantastic incentives](#) by recruiting friends, family and co-workers.

Questions? [Contact your Lodge Secretary or Exalted Ruler.](#)

Let's make a difference together!

Sincerely,

Douglas A. Schiefer, Grand Exalted Ruler
Bucyrus, OH Lodge No. 156

Incentives to GROW Membership

Promote Top Recruiter Incentives

- Recognition and rewards for lodges and individuals

**EARN
GRAND EXALTED RULER
MEMBERSHIP
AWARDS**



GER AWARD CERTIFICATE
Awarded to Exalted Rulers who have a membership gain by March 31st

GER MEMBERSHIP AWARD PIN
Awarded to members who recruit or reinstate 3 members

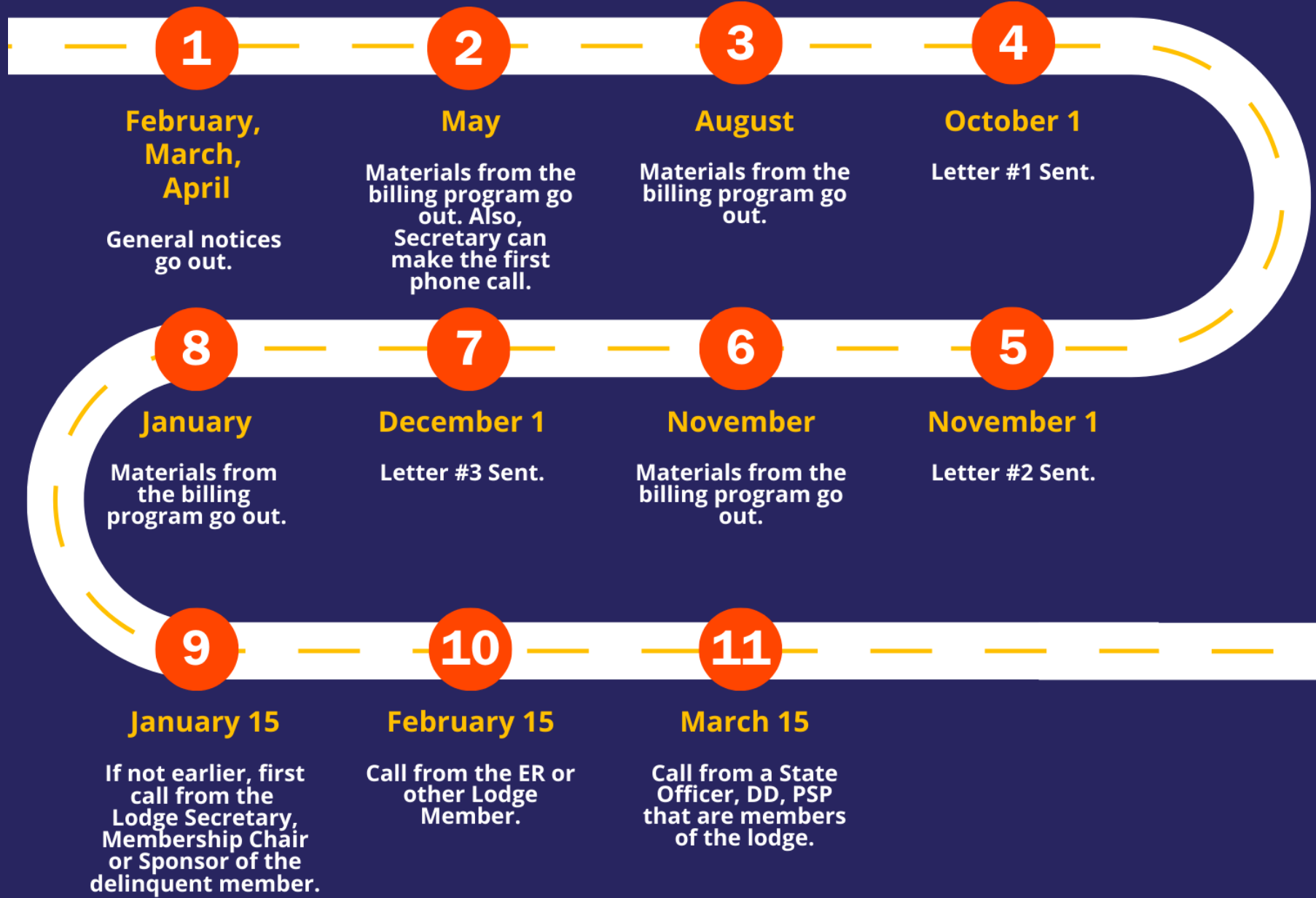
GER MEMBERSHIP WATCH
Awarded to members who recruit or reinstate 11 members

GER DESK CLOCK
Awarded to members who recruit or reinstate 33 members



**GER CHALLENGE Months
(September & October):**
Encourage special initiations

Membership RETENTION Process



Retention Timeline: Guide lodges on communication touchpoints throughout the year

- Highlight key months (October, December, January) for calls and follow-ups

Tip: *Keep members engaged with events and activities that make them want to stay!*

Results of Survey of Dropped Members

1. Lodge atmosphere

- Cliques, Factions
- Other conflicts (between members, officers, etc..)

2. Not engaged/nothing to do

- Tried to get involved and wasn't able (former basketball coach wanted to help with Hoop Shoot, chair said he had his own people)
- Never asked to participate in anything
- Events don't interest me
- Suggestions have been ignored for things to do

3. Unwelcome/unsafe

- No one talks to me
- My family isn't welcome
- Racist jokes (married to a person of color)
- Cancer patient screamed at for wearing a mask in a lodge

4. Moved

- Moved to new areas, more prevalent in metro area and with younger members who are more mobile. Offer to help them find a new lodge

5. Financial/health reasons

- Health issues and financial concerns. These can be addressed by the lodge through relief IF appropriate.

Digital **OUTREACH** Strategy - EMAIL



- Fast, effective, can be seen on multiple devices/platforms
- Keep them brief and engaging: use a sharable to grab attention and text to provide information
- Avoid sending too much content—focus on key updates
- Can provide weekly updates
- **Do not overuse for “Stuff”**

*Effective Communication is **CRITICAL** to Reach Members!*

Digital **OUTREACH** Strategy - TEXTING

- Highly effective for reminders and personal connection
- Keeps the member engaged
- Lodges using the free MyElks app can increase engagement – enhances retention

*Effective Communication is **CRITICAL** to Reach Members!*



Phone Calls

- Go to after other techniques have not worked
- Use scripts for phone calls to call members
 - Multiple types depending on whom you are calling
- Membership Guide - Elks Lodge Membership & Marketing Guides



The screenshot shows a web browser window displaying the Elks.org website. The page is titled "Membership Guide - Elks Lodge" and the URL is "https://virtualmanuals.elks.org/membership-guide/". The navigation menu includes "Home", "Membership Guide", "Marketing Guide", "Shareables", "Elks.org", and "Webinars". The main content area features a large blue number "5" followed by the heading "Retention". The text reads: "Retention is all about people. Care about your lodge members. They too want to help and make a difference. Look for opportunities to reinvigorate their spark. Plan worthy events, charities, fundraisers and community improvements. Market and advertise your events so everyone is invited to participate. Remember that many people need personal invitations. This may be as simple as a text message or phone call to see if your friends want to help out. Remember our motto of Elks Care, Elks Share." To the right of the text is a photograph of five men in white aprons standing behind a table with food. Below the main text is a section titled "Lapsation - GL Manual" with the text: "Get the complete Lapsation manual. This will give you tools to help you revitalize and retain your member." On the right side of the page, there is a vertical stack of social media sharing icons for Facebook, Twitter, Email, Reddit, LinkedIn, Print, and a plus sign for more options.

Delinquency POST CARD Mailing

- September 18th Mailing
 - All Lodges Benefit
- Encourages Reinstatement
- Provides a reminder of why dues are important



ELKS
Charity
Justice
Brotherly Love
Fidelity

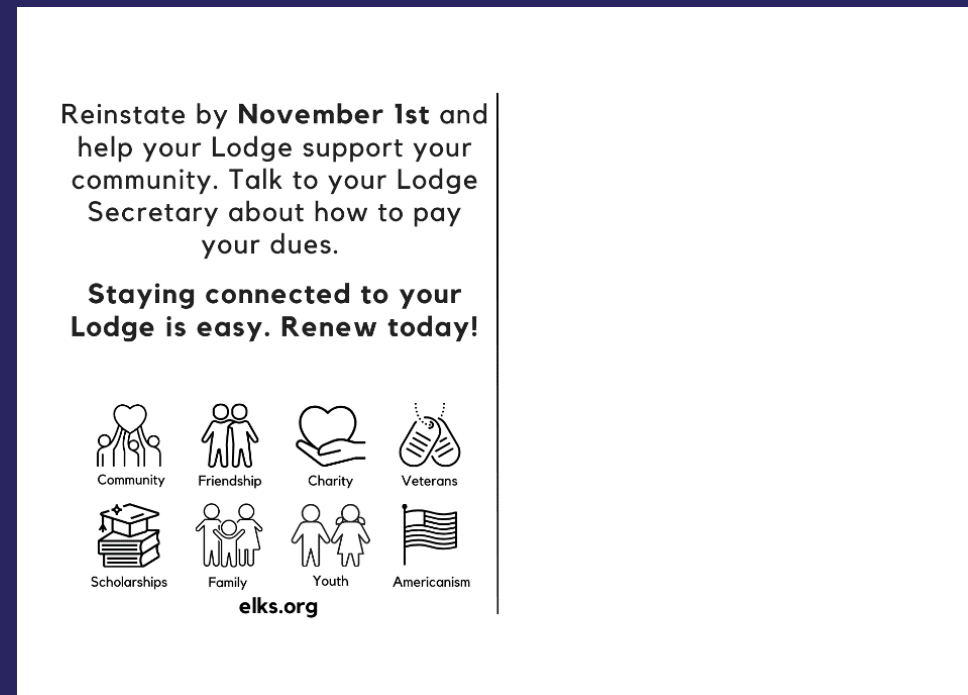
ELKDOM'S
HEART FOR AMERICA

Help us, help them.

Dues Reminder!

The poster features a collage of four images: a person serving food at a table, a man in a wheelchair outdoors, a woman helping a person in a wheelchair, and a family with a child in military uniform.

elks
USA



Reinstate by **November 1st** and help your Lodge support your community. Talk to your Lodge Secretary about how to pay your dues.

Staying connected to your Lodge is easy. Renew today!

Community Friendship Charity Veterans
Scholarships Family Youth Americanism

elks.org

National **BILLING** Program Overview (Summary)

Significant Lodge Savings

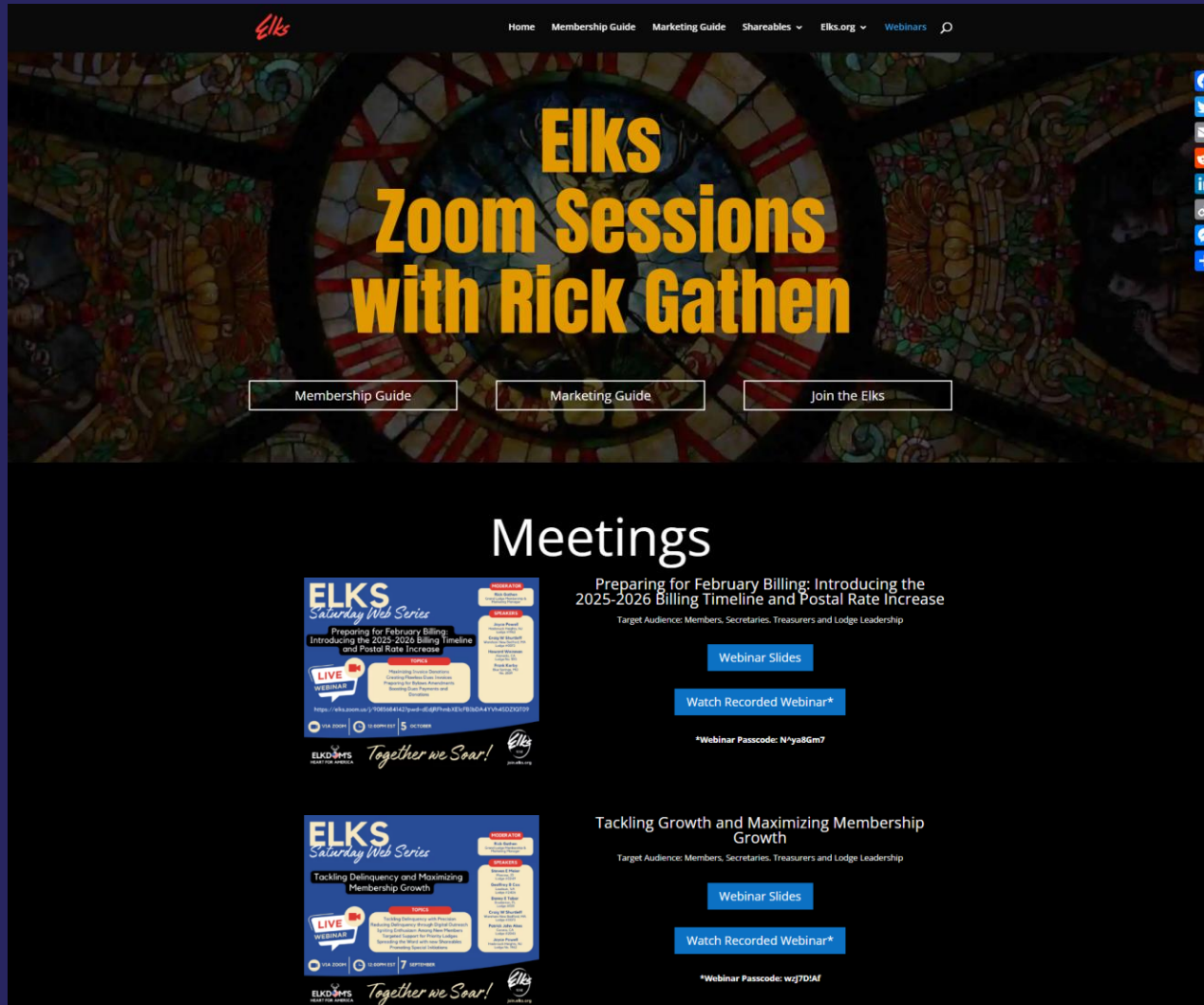
- \$0.73 to mail dues invoices via USPS vs. \$0.40 per invoice
- Billing Program savings is 54%, a no-brainer
- Estimated savings in Lodge labor costs: 50-100 hours/year

Modern Approach

- Paperless
- Better reporting and tracking of payments
- Easier follow-ups
- No local by-law changes
- Direct deposit to Lodge accounts
- Payments go directly to the local Lodge



National **WEBINAR** Educational Series



The screenshot shows the Elks website with a navigation bar at the top containing links for Home, Membership Guide, Marketing Guide, Shareables, Elks.org, and Webinars. The main banner features the text "Elks Zoom Sessions with Rick Gathen" in large yellow font. Below the banner are three buttons: "Membership Guide", "Marketing Guide", and "Join the Elks". A vertical social media sharing bar is on the right. The "Meetings" section below the banner lists two webinars:

- ELKS Saturday Web Series: Preparing for February Billing: Introducing the 2025-2026 Billing Timeline and Postal Rate Increase**
Target Audience: Members, Secretaries, Treasurers and Lodge Leadership
Options: Webinar Slides, Watch Recorded Webinar*
*Webinar Passcode: N*ya8Gm7
- ELKS Saturday Web Series: Tackling Growth and Maximizing Membership Growth**
Target Audience: Members, Secretaries, Treasurers and Lodge Leadership
Options: Webinar Slides, Watch Recorded Webinar*
*Webinar Passcode: wrj7DIAF



REMINDER!

Useful Webinars for Membership Retention are now online!

- Watch Past Training Webinars for a Quick Refresher or to learn more about a topic

<https://virtualmanuals.elks.org/zoom-webinars/>

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Charity



Resources for SUCCESS

Useful Tools for Membership Retention

Membership Guide

- <https://virtualmanuals.elks.org/membership-guide/>

Watch Past Training Webinars

- <https://virtualmanuals.elks.org/zoom-webinars/>

Marketing Tools

Marketing Guide

- <https://virtualmanuals.elks.org/marketing-guide/>

Shareables

- <https://virtualmanuals.elks.org/shareables/>

Mobile App

- <https://www.my-elks.com/>

Virtual manuals

- <https://virtualmanuals.elks.org/>

Don't forget to join the Grand Lodge Marketing & Membership Facebook Group

Questions?