



Important Membership Webinar

Growing Membership and Essential Year
End Tasks

TOPICS

Year End Membership Tasks
Consider Assisting Members in Hardship
Changes in the Billing System
Bringing Back Delinquent or Dropped Members
Open House Ideas
Round Table for Sharing Information

SPEAKERS

Lori Marvin
State Membership Chair

Sera White
Idaho State Elks
Vice President North



VIA ZOOM



7 PM MT
6 PM PT

MONDAY
JANUARY 13

LIVE

WEBINAR



Introduction

Lori Marvin, State Membership Chair
Blackfoot Lodge #1416



Goal

Achieve our 8th year of membership gain!

- Keep the momentum going.
- Awesome achievement for any state in the US.

Add **171** members by reducing delinquents and increasing candidates. Initiate **133** candidates in the pipeline.



Membership Numbers Across the State

1. Focus first on delinquents (our Delinquency Percentage is 6.2% while the national average is 7.6%)
 - Lodges >9% = Blackfoot, Salmon, Preston, Moscow, Wallace, Lewiston, Grangeville, Gooding
 - Lodges <6% = Weiser, Boise, Kellogg, Sandpoint, St Maries, Mt Home
2. Then next on initiations



<https://www.elks.org/leadership/reports/clmsMembershipReports.cfm>

Action Plan

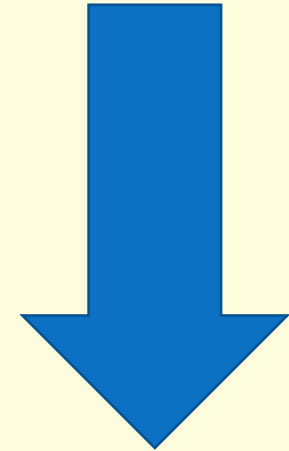
Sera White, Vice President North
Wallace Lodge #331



Action Plan

1. Initiate Candidates
2. Reduce Delinquency
3. Hold Open Houses / Events

Easiest



More Effort



Initiate Candidates

Community • Friendship • Charity

ELKS

LET'S SOAR WITH 4 IN 2024!

Don't keep
your
CANDIDATES
waiting!

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



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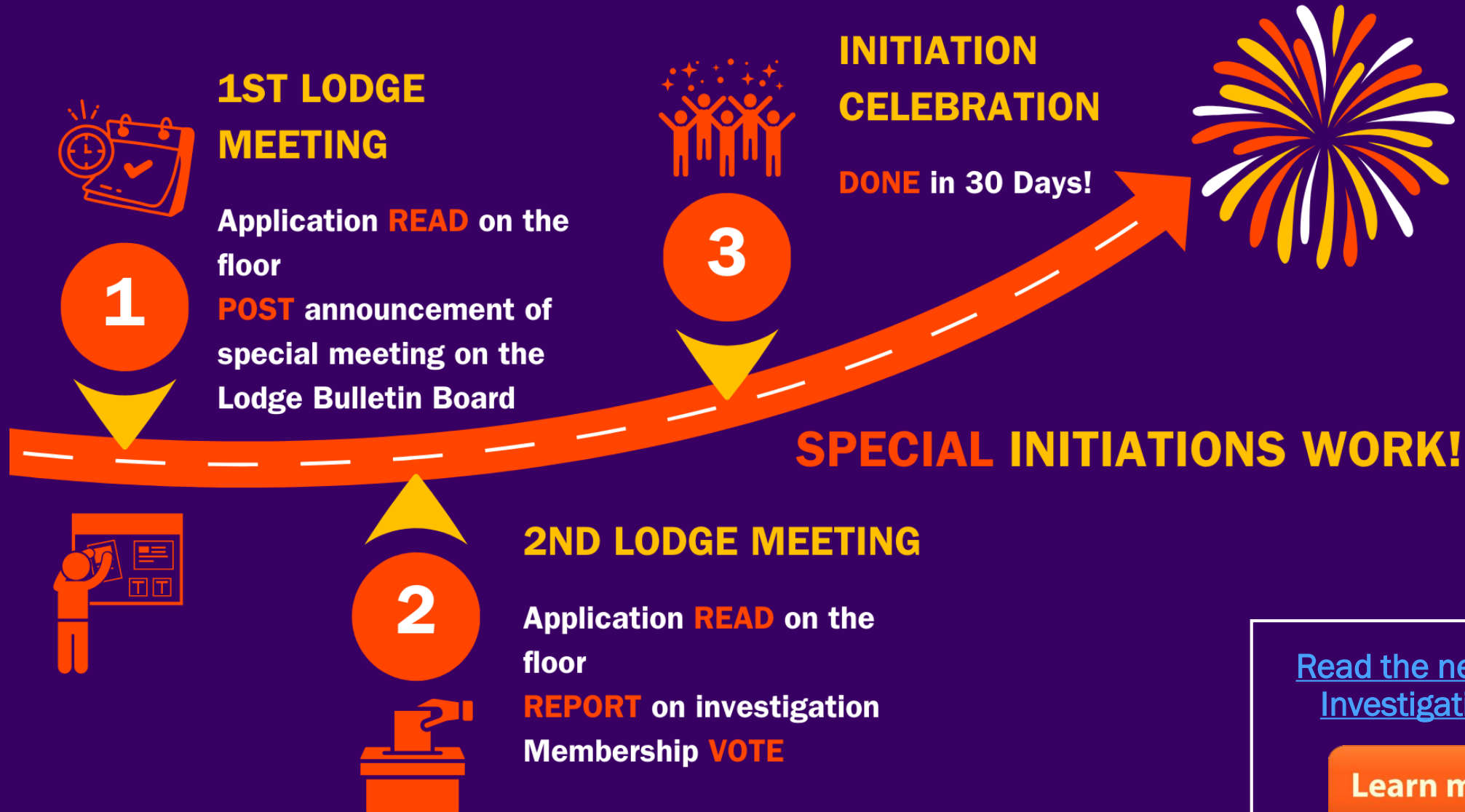
Section 15.070. Lodges shall meet in regular session at least once a month, but may meet twice a month, three times a month, four times a month, or weekly, as provided in the Lodge By-Laws. The Lodge By-Laws may designate any three months of the year, except the months of February, March, and April,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

Initiate Candidates



[Read the newly updated Investigation Manual](#)

Learn more



Initiate Candidates

Why? Your Lodge is missing revenue and Members are missing being part of:

- Football Sundays
- PER Night
- Valentines Day Events
- March College Basketball
- St. Patrick's Day Events
- Installation of Officers Events

Recruiting Benefit:

- Our new members are most likely to recruit their friends and family

Your Lodge is missing out on additional income from new member attendance at events



Community • Friendship • Charity

ELKS

LET'S SOAR WITH 4 IN 2024!



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

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



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Initiate Candidates

Make sure to include next year's dues for any member initiating between now and the end of the year.

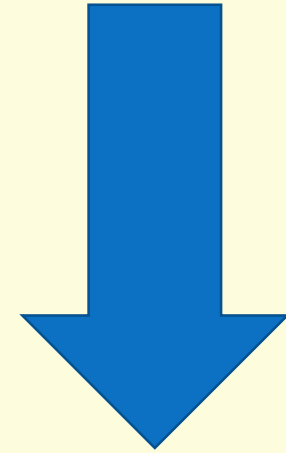
- This will ensure they don't become delinquent
- Many new members are confused about why they are being asked to pay dues so soon after being initiated



Reduce Delinquency

1. Identify Life Members & Members with 20+ years for hardship consideration
2. Send Email to Delinquent Members
3. Send Text Message to Delinquent Members
4. Send Letter to Delinquent Members
5. Call Delinquent Members
 - Hold a Phone-a-thon

Easiest



More Effort



Don't just drop members

- There is a process that must be followed
 - Prior to March, drop request must be in writing
 - In March, Secretaries must send out a letter informing them they are being dropped
- Example Lodge
 - Dropped members early to prepare for membership billing

Drops after one year	21
Drops after two years	19
Drops after three years	3
Drops after four years	4
Drops five years or greater	32



Hold Open Houses and Events

People need to use your Lodge to see the value!

Some Ideas:

- Gun Safety Class
- Hot Cocoa & Cookies/Easter Bunny/Santa
- Zumba
- CPR Class
- Company Parties

Consider using Elks Tracks Grants if the event has a charitable purpose



<https://myelks.b-cdn.net/wp-content/uploads/2022/08/50-Recruitment-ideas-4.pdf>

Other things to consider

If you are not on the billing system, **you are missing out on a key piece of technology designed to help you succeed.**

- We only have 3 Lodges in the state not on the system
- We will soon have the ability to do auto renew
- Members are asked for dues quarterly
- All of the money goes directly to your Lodge accounts

Can we help you convince your leadership to sign-up? Let us know



Other things to consider



 bordentown elks
2085

In Person
**Membership
Day**

*come pay your dues &
leave with new card in hand!*

- Lodge Membership
- Auxiliary Membership

January 26th 12:30-4pm



Questions



Round Table

- How do you succeed?

