

September 2008

International Convention; Recruiters' Reception

The Fraternal department hosted a reception for recruiters at the International Convention. The idea was to reward the delegates and guests to convention who had recruited at least one new member between June 28th – August 28th. This proved to be a very effective motivator!

In just two months, 104 members (of an approximate 300 in total attendance) recruited 189 new members! That focus was spurred on by a single event – a special reception. How could you apply this tactic to your lodge? If a third of your lodge recruited one or two people a year, this could provide a surge of new members, combating attrition rates and facilitating a total gain in your lodge's membership over the year.

So: consider a short term incentive that will appeal broadly to your members. To get into the recruiters reception at convention, all members had to do was recruit (or gift) a new, dues-paying member to the organization during the time allotted. Could you have a special cocktail party for member recruiters? Or perhaps an outing open only to those who complete the recruiter challenge? Or free entrée to a lodge dinner or dance? There are many ways to invigorate your lodge recruitment efforts within a short period of time!

Summer Sizzle Recap

What a great program this was, too! To qualify, members had to recruit three or more new members over the summer. **42 qualifying recruiters recruited 173 people!!** What outstanding numbers for this initiative!

These members will be rewarded with rosemaled mugs for their home and lucky District Four International Director Elaine Nelson will even receive a pound of specially blended Sons of Norway coffee. Congratulations!