

## Week 9- Member Retention

Hi Presidents!

It's that time of the year... midterms :( With tests coming up people are going to want to study (who would've thought?) and start showing up less and less to Circle K events. While this is all understandable, what we don't want is for people to eventually stop showing up to anything at all. So when they do show up to events, let's make it count! Obviously, this week's topic is about **Member Retention**.

The key to member retention is early prevention! (haha, I made that up myself) My point is, even if it's still the beginning of the year for you and your club still has a lot of active members right now, you want to be thinking about how to retain these members BEFORE you start having problems with inactive members. It will be too late and a lot more work to start thinking about getting members active again once they've been inactive.

### **Why Members Become Inactive (and solutions to these problems)**

- **School**- Like I mentioned earlier, people need to study (this includes you, presidents). One way to counter-act this problem is to initiate study groups. You could ask your members if they want to find study partners to sign-up on a piece of paper for different classes. Another thing you could do is reserve study rooms in the library for members to use. **On a personal note**, UCSD Circle K members can always be found in the same area of our library. Not only are you getting studying done, but you are also making new friends. And friends keep people in Circle K because they feel like they belong to something.
- **Life/Time**- We all have different priorities in life. We're all also probably in multiple clubs and organizations, or have a job. But for some reason, Circle K is still a priority for us which is why we dedicate so much time to it. Maybe it's because of the service we do, the friends we make, the things we learn. **Emphasize** the things that you love about Circle K and show the members so that they can love it too. For example, plan the service projects that you love doing or your favorite kind of socials. You need to be enthusiastic about Circle K if you want others to be enthusiastic about it too.
- **Friends**- People need to feel like they belong to something. Encourage your board to get to know your members. Hang out with members outside of Circle K events. With networking tools like **Facebook and MySpace** be sure to use them! It takes less than a minute to say hi but it makes all the difference in the world because it shows that you were thinking about them and cared enough to want to know them.

Remember all the things that make you stay in Circle K and use them to make others want to stay in Circle K too. It could be someone remembering your last name, a social where you met a lot of people, or a service project that really touched your heart.

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If you have any **comments or suggestions**, I'd love to hear them.

For more resources and ideas, check out our website at [www.cnhcirclek.org](http://www.cnhcirclek.org). There's a TON of information that's not covered in this email which is there for YOU!

Questions? You can email me at [mde@cnhcirclek.org](mailto:mde@cnhcirclek.org) or call me at (858) 740-8334.

Until next week :)

