7 steps
to enhance membership retention

1. Start on day one
The time to try to keep a member is not when he or she has "one foot out the door," but rather when they walk in the door; start retention efforts the minute that a member is invited to join.

2. Monitor reasons for attrition
Try to find out why members are leaving the council by conducting exit interviews. Life issues and planning council process account for the majority of people leaving the council. Also, the time commitment is a reason some leave the council if they are not as involved or feel ignored, uninformed, and isolated.

3. Disperse responsibility among members
Involving members in the operations of the council is a successful retention tool. When new members join, appoint them to a committee.

4. Make fellowship a reality for everyone
Rotate seating assignments to break up exclusive groups and rotate or establish a meeting greeter.

5. Make sure all members stay well informed
Send out email correspondence or monthly newsletters so everyone knows about upcoming meetings, deadlines, and other events.

6. Keep track of members that move on
Conduct exit interviews with departing members to learn from their experiences and keep them in the loop about key developments.

7. Invigorate your programs or activities
Have programs and speakers that vary and are interesting to the overall membership and not just geared to a certain segment of the membership.