

FEEL THE "MAGIC"



- Enhance membership retention by ensuring that every member is a stakeholder in the success of the Chapter. Put every member on a committee, and make sure that they have a specific job to do. There are many benefits to this besides membership retention, including an opportunity for leadership experience.
- Build morale internally within your Chapter. Thank and praise your members for a job well done or an outstanding performance. A few kind words can keep members coming back for more.
- Stay on task. Keep focused on the important success factors within the Chapter. People join Eastern Star for various reasons. Find out what those reasons are. Don't lose them because you lose sight of your goals.
- Share pride in the accomplishments of your members. Celebrate the success of reaching a goal. Make the Chapter a place that members want to come to share the successes.
- Don't lose members after they are initiated. Make sure all new members have a mentor and are aware of the New Member Handbook, Redbook and Ritual available to them. Explain some of our rituals and create an expectation of continued membership.

NOTE: Last month's mailing was missing the L in Believe. I would like to say it was on purpose so you would think of your own words for L, but that was not the case. I did get one response that the L was for for live, laugh, love your fellow star members. The actual L was Look for new opportunities to share all you love about our Order.

Rosie Fiscus  
Membership Chair