

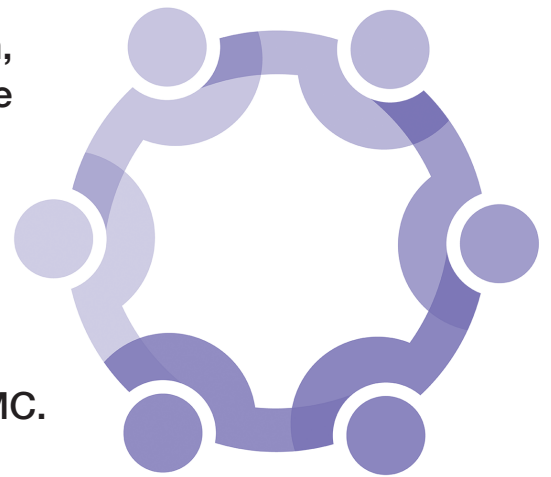
Recruitment, Retention, Renewal— context summary




After extensive organizational and external research, United Methodist Women (UMW) has determined we are focused on sustaining our current membership, while simultaneously attracting more women who are 60+ within The United Methodist Church (UMC), but who do not currently identify as UMW.

We also want to focus on attracting newer women who classify as spiritual, 35-59, in and out of the UMC.

As an organization we are invested in helping our members reach, attract and engage new women who will aid in our mission of providing quality services, transformational education and advocacy on behalf of the needs of women, children and youth around the world.

We hope this 3-part resource will help to highlight some of the core elements to be considered BEFORE you seek to attract her, ONCE she's joined, and how you will continue to engage her AFTER she's been a member.



-  Part I – Recruitment
-  Part II – Retention
-  Part III – Renewal

Part II

Retention



II - Retention Strategies:

What happens once she's become a member?

Retention is our core membership priority at United Methodist Women.

While Recruitment is about attracting members, Retention is about maintaining a healthy relationship and level of engagement with our existing members.

The key to Retention is starting with the end in mind. Therefore, here are some tips and tools for ongoing engagement, along with some questions to ask when planning for individual and group member experiences:

Tips & Tools for Ongoing Engagement w/ New & Existing Members

Method: Onboarding Process, Create a System



Tools: Orientation and Training Checklist...Did we provide her with a:

- Welcome (letter, call, committee assignment)
 - Insights/reports/newsletters?
- New Member Orientation/Onboarding for Her Role?
 - Clarify her new role/expectations as an individual member vs. within unit/leadership role.
 - Has her new membership been properly reported/documented via myUMW?
- Did we learn more about her?
 - Matching her skills and interests
 - How did you hear about us? What motivated you? What do you need? What are you interested in? How do we contact you? What skills/tech do you have vs. need?
- What resources/materials/additional programs/training does she need?
 - Basic Bridge Registration & Trainings – Has she been registered?
 - UMW 101 + Legacy Fund??
 - Does she understand the importance of pledge/donation?
 - Does she understand the various levels/support within the organization?

- Programs/activities that might interest her:
 - Leadership Development Days
 - Assembly
 - Social action events/campaigns – Based on your local calendar/national office calendar
 - Mission u
 - NMIs
 - Deaconess and Home Missioner (DHMR)
 - Faith Talks
 - **response** magazine



Tip: What types of inspiring, impactful or influential experiences or information does she need to have in order to help her:

Feel and stay connected to our unit? Our district? Our conference?
Our organization?

Step into a leadership position? At what level?

Take a specific action?

Give a donation/make a pledge?

Tell a friend?

What type of information, training or experiences are needed for members who are?
1 year or less? vs. 1 – 5 years? vs. 5+ years experienced members?

Method: Pick 3 Strategy for Engagement – Be intentional about reaching out and following up with her. A great way to personally check in and give/gain updates is the pick 3 strategy.



Tool: Contact 3 District/Local officers from your list according to your set time frame and method until you have contacted all and then repeat.



Tips:

- Pick a set time frame: weekly, bi-weekly, monthly, etc.
- Decide contact method: phone, email, text, letter
- Develop template/script: quick and consistent greeting/message
- Create contact list: i.e., Conference/District/Local Leaders

Method: Member Recognition & Thank-You Plan – Find creative ways to say thank you and determine when and how often to say it.



Tool: Work to determine a Thank-You strategy with your leadership committee.



Tips/Examples:

- Initial sign-up – Thank you for joining vs. 1-year membership
- Spring/fall events – Thank you for continuing to be a member vs. Thanks for your service/donation
- Special occasions – Thank you just because
- Determine ways and how to say thanks; examples:
 - By email/phone/mail acknowledgments
 - Host Special Awards Member Dinner/Gala – online virtual dinner party
 - Give Mission Recognition Pin/tributes to Mission
- Give small gifts/acknowledgments of appreciation:
 - A handmade token of appreciation
 - A book/resources from UMW Online
 - A ticket to Assembly
 - Sponsorship to Leadership Development Days
 - A Legacy Fund scarf/jewelry piece
 - A trip to Mission u
 - Gift Subscription to **response** magazine