




Recruitment, Retention, Renewal— context summary

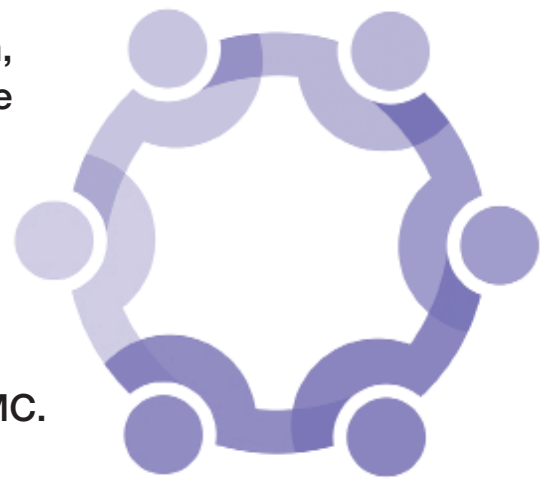
After extensive organizational and external research, United Methodist Women (UMW) has determined we are focused on sustaining our current membership, while simultaneously attracting more women who are 60+ within The United Methodist Church (UMC), but who do not currently identify as UMW.

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.

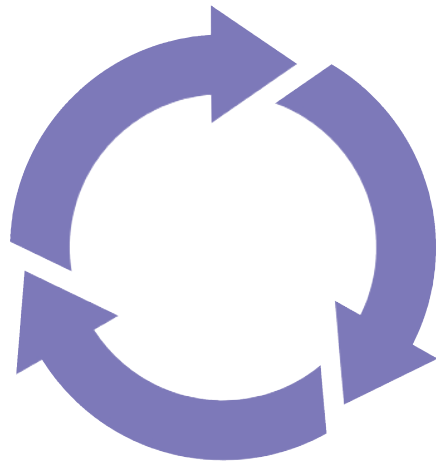
We hope this 3-part resource will help to highlight some of the core elements to be considered **BEFORE** you seek to attract her, **ONCE** she's joined, and how you will continue to engage her **AFTER** she's been a member.

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



Part III

Renewal



III - RENEWAL STRATEGIES:

How to keep her active year after year.

Methods:

- **Ask Her Directly** – Discover her new interests and needs to determine new local programs, roles and activities to keep her engaged. What hasn't she done/explored yet?
- **Host an Annual MyUMW Drive** – Build into or around annual fall/spring programs, a collective aim for recruitment. Ask her to recommit to our purpose and bring a friend.
- **Complete the Annual Census/Local Unit Survey** – Currently, our best way for tracking membership count via unit participation and gaining critical insights into member needs and interests for development of new strategies and national programs. Please promote and encourage unit presidents/leaders to complete.
- **Pledge to Mission** – Request for members to make a personal pledge to mission over a period of time. May require new education, training and/or ways to participate.

We know that because of the types of members you are, the work you do and what you care about, we believe the experiences you will create for our new and existing members will be dynamic and dazzling.

However, because we also know loss and upsets are inevitable, please find some conflict management pointers and inactive unit checklist steps below:



Tool: Conflict Management Styles/Strategies & Support Chain

National Staff Liaisons supports Conference Leadership Teams

Conference Leadership Teams supports District Leadership Teams

District Leadership Teams supports Local Unit Leaders

Local Units/groups typically support the individual members



5 Conflict Resolutions Styles/Strategies:

Avoidance – mostly tries to ignore or sidestep the conflict, hoping it will resolve itself or dissipate;

Accommodating – essentially involves taking steps to satisfy the other party's concerns or demands at the expense of your own needs or desires;

Compromising – involves finding an acceptable resolution that will partly, but not entirely, satisfy all parties involved;

Competing – seeks to satisfy one's own desires at the expense of the other parties involved;

Collaborating – involves finding a solution that entirely satisfies the concerns of all parties.



Tips: To choose the best conflict resolution method in any given situation, you need to consider several factors, such as:

- How important are your desires.
 - The impact on you or others if your desires are not served.
 - The consequences of choosing to be more assertive.
 - Whether a collaborative or cooperative solution exists.
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- Improve your ability to resolve conflict by developing your skills to:
 - Listen more effectively.
 - Identify specific points of disagreement.
 - Express your own needs clearly.
 - View conflict as an opportunity for growth.
 - Focus on specific issues without generalizing or escalating the situation.
 - (ref: climb.pcc.edu/blog/what-are-the-five-conflict-resolution-strategies)

Method: Develop a system and process exit for her vs. exit of a unit.

Tools: Inactive unit checklist & membership office/email:

- **Tips:** Determine if unit can be saved via a conflict management strategy.
 - Determine reason for becoming an inactive unit.
 - If merging, has new unit completed a new charter application?
 - If closing, have the following steps been completed:
 - ❑ Unit has notified the district and conference leadership teams of the discontinuation?
 - ❑ If possible/needed, has a visit with the local unit been attempted to prevent or avoid conflicts?
 - ❑ If the unit still needs to go inactive, have individual members signed up on myUMW? Are they aware of how to participate at the district level/online?
 - ❑ Has the unit reviewed the excerpt from the Handbook on “Emptying the Treasury”?
 - ❑ Has the unit reported amount of unit’s giving for the past 4 years to district treasurer? Has the district treasurer reported to the conference?
 - ❑ Has the unit followed up/sent funds directly to the district treasurer?