



MEMBERSHIP RETENTION AND INVOLVEMENT CHECKLIST

1. FORMING BONDS

- ✓ Provide a welcoming atmosphere.
 - Make sure to be enthusiastic, positive, and interactive with potential members.
- ✓ Organize an initial bonding event in order for members to get to know you and each other.
 - Once a month socials (student-led encouraged)
 - Eating out together
 - Watching a movie
 - Visiting Athens' sites like the Iron Horse
 - Fun icebreakers
 - Crafting meetings (these can pertain to your organization's events)
- ✓ As executive members, take the initiative in reaching out to your members in order to be accessible and to show you're interested in their involvement.
- ✓ Add them to social media to make them feel accepted and involved.
- ✓ Participate and facilitate in group activities.
- ✓ Form smaller groups or families within your organization to increase membership participation and involvement.

2. PERSONAL FEEDBACK

- ✓ Surveys
 - Try to complete surveys during meeting times to ensure more responses from your members. They can be on paper or online.
 - Surveys can be about past and future events or any general suggestions, ideas, or opinions pertaining to your organization.
 - You can also ask in person. This shows that you are genuine and committed to your organization and members.
 - Ultimately, feedback will help you to grow your organization and add diversity to your events.

3. ORGANIZATION

- ✓ Consistency is key!
 - Have set times to send out newsletters and recap emails.
 - Strive to have meetings take place at the same time and location throughout the semester.
 - Staying consistent minimizes confusion and increases a member's attendance.
- ✓ An additional way to reach out to members is to use the Remind101 app. For more information, visit this link: <https://www.remind.com/>.

- ✓ Keep an updated calendar on your website and continuously send the link to it in your newsletter. Doing this prevents members from going back and forth between emails to find out information and helps them organize dates in their own agenda. This calendar can have:
 - Past and upcoming events
 - Meeting times
 - If you want to get people excited, maybe add some funny memes, fun facts, birthdays if possible, or a fun exercise of the day.

4. INVOLVEMENT OF MEMBERS

- ✓ For projects and events, aim to keep people together based on similar interests/talents/skillsets to maintain their participation.
- ✓ Define any terms pertaining to your organization that new members may be unfamiliar with.
- ✓ Have a meeting focused on suggestions and feedback from general body members to make sure you hear their opinions and for them to contribute to the organization.
- ✓ Try to have meetings that cater to everyone's personality, majors, interests, etc.