



Retaining Your Members

- a) Buddy program – assign a member ‘buddy’ to a new member to check if the person is able to get to meetings/interest groups easily (ride required?) and answer any questions the new member might have.
- b) Importance of engagement immediately on joining – get them involved early in a study/interest group, an advocacy initiative or event planning.
- c) Encourage members to bring a friend to meetings/events. Often this results in their friend joining the group also.
- d) Schedule social time including refreshments during meetings/events to allow for conversation and make it possible for members to get to know each other. Include a ‘mixer’ of some kind at each general meeting.
- e) Have name tags at all meetings
- f) Invite new members to a social event to meet and chat informally with the president and executive.
- g) Reach out to members with low attendance to understand why they are not engaged and help them to do so.
- h) Membership chairs – ask to speak at club interest group meetings and share positive messages about your local, national and international affiliations. This information is readily available in the National Club Action Newsletter and in the GWI Newsletter.