



YMCA Alumni
Best Practices
for Member Retention

~~~~~ **GOOD** ~~~~~

- More than one newsletter annually. Print and mail newsletters to non-emailers
- More than one chapter event per year in more than one location.
- Have multiple leadership and volunteer opportunities
- Establish a caring committee to send members birthday cards, get well cards, etc.
- Distribute membership roster annually
- Welcome *New Members* with personal notes, emails.
- Make contact with local YMCAs and Y CEOs (or designated rep) to encourage "relationship building."
- Set a retention goal annually for new members: **30%**
- Set a retention goal annually for current members: **65%**
- Chapter Executive/Leadership team meets 1x/yr.

**BETTER**

- 3 or more chapter events per year (could include lunches or single day alternatives).
- Quarterly newsletters
- Have one or more *new* members assigned to a committee.
- Set up a phone tree to check in with members once or twice per year.
- Request any corrections or additions to personal contact information be sent to chapter membership chairs and then forwarded on to National.
- List *New Members* in the Chapter Newsletter and provide short biography.
- Continue relations with local YMCAs for volunteer opportunities for YMCA Alumni.
- Set retention goals for new members: **40%**
- Set a retention goal annually for current members: **75%**
- Chapter Executive/Leadership team meets 2x/yr.

## BEST

- Have membership be involved in selecting locations. Send personal invitations to member who have not come before or haven't attended in awhile
- Bi-monthly newsletters or other communication pieces
- Give every member the option of serving on a committee or in a leadership role
- Committee regularly communicates any news of members' health issues, special anniversaries or recognitions with rest of membership
- Connect someone else in a nearby town with new members. Encourage 'carpooling' to events
- Distribute membership rosters to new members upon joining
- Include events from local YPN chapters and YMCAs in YMCA Alumni newsletters
- Make at least 2 personal contacts to any non-renewals before March 1
- Set retention goals for new members: 50%
- Set a retention goal annually for current members: 80%
- Chapter Executive/Leadership team meets 3x/yr.

## More Ideas

1. Give out list of attendees at planned meetings.
2. Have training for chapter leadership.
3. Send out publications of Bridges etc.
4. Keep Facebook relevant to members.
5. Recognize age differences and cover all ages with activities.
6. Make activities and meetings welcome to both couples and individuals
7. Distribute a list of YMCA Alumni benefits.
8. Have scholarships available for members
9. Share chapter specific results from annual satisfaction survey with membership
10. Involve local YMCAs in meetings
11. Recognize Lifetime members
12. Institute a chapter member recognition program
13. Review chapter by-laws annually
14. Chapter president and designated chapter leader both attend annual 48 hrs. Training
15. Annual "health of the chapter" report distributed (finance report, membership numbers, # new members, etc.)

