

Club Discussion Program

Partners Program

Unlock the Door to Successful Member Retention!

Club President Background:

This retention program was first developed by members of Quota International of Baton Rouge, Louisiana, U.S.A. Enjoying a high rate of success, the club still employs their plan and we have now adapted their system for your own club's use.

The program focuses on retaining new members through a series of strategies through the Partners Program, a structured mentoring initiative that provides new members with a one-on-one connection to the club.

This program will take you through the complete process of bringing new members into your club, from recruitment to initiation to retention. You'll learn how the Partners Program can retain members by focusing on personal connections.

Key 1: New Member Recruitment

Every club in Quota has a distinct personality which will determine the type of person who would feel welcome as a member. Knowing this information is important to recruiting the right individual who will be a long-term member in your club. If you are interested in conducting an interactive discussion program to find out your club's personality, simply request a free copy of ***Defining Your Club's Personality*** from the Quota International Office. You'll probably find that the knowledge gained from this exercise will assist you in recruiting new members whose ideas and goals are in line with those of your current members!

Key 2: New Member Initiation

Initiation is perhaps one of the most important experiences for a new member. A friendly and dignified ceremony leaves a long-lasting impression on a member, and the occasion is your opportunity to make a new member feel welcome as an integral part of your club. With a ceremony conducted from the heart, you can inspire lifetime membership in your new members. For excellent ideas on initiation ceremonies, contact the Quota International Office to receive a free copy of ***Rites of Initiation: Open the Doors to New Members With a Bang and Not a Whimper***. The valuable information in this publication also includes a helpful initiation script that you can adapt to fit your club's needs.

Key 3: New Member Retention

One of the most important ways you can turn new members into lifetime members is to focus on their personal connections to the club. After recruiting 13 members in 1998, the Baton Rouge club felt the challenge to retain these individuals and directed their energy into developing their Partners Program. The club's Membership Committee met to discuss issues, strategies, and goals, and created a new "industrial strength" retention program. The club's program was so successful that, at year's end, they had retained 12 out of 13 new members (one had to resign due to a job transfer).

This retention program can also work for your club! Through the one-on-one Partners Program, new members feel welcome and satisfied after joining your club. Begin by assigning each new member to a volunteer Quota partner who is different from the member's original sponsor. Matches can be made by a club officer – possibly the membership chair – based on similarities of the professions, interests, and hobbies between the new member and partner.

Plan events that help the new member and partner to get to know each other. Focus on activities that allow them to enjoy fellowship, fun and sharing information, rather than formal orientations. Some ideas for the volunteer partner include:

- Writing personal notes or making phone calls to introduce themselves and welcome the new member to the club
- Taking the new member to lunch
- Calling the new member prior to club meetings, then greeting them at the door of the meeting and making introductions to other club members
- Acting as a resource for general information
- Explaining fund raisers to the new member and then serving with them at the events

Take time to organize your Partners Program carefully to avoid any new member feeling lost or confused.