

How to..... Succeed at Membership

- Organize your membership committee.
- Set membership recruitment goals.
- Order supplies and membership materials. (new DVD Experience of a Lifetime)
- Develop a prospect list.
- Conduct written invitation campaign.
- Telephone prospective members.
- Schedule and hold a Church Drive.
- Conduct an Open House.
- Organize an In-House Open House.
- Use 2-on-1 Team concept.
- Recruit former members.
- Recruit inactive insurance members.
- Contact Out-of-State members.
- Promote insurance programs.
- Ask for referrals.
- Schedule frequent First Degrees.
- Recognize council recruiters.
- Introduce and recognize new members.
- Move the new members up into the 2nd, 3rd & 4th Degrees
- Get them involved
- Retain your current membership