

A GUIDE TO MEMBER RETENTION

100+



Why is member retention important?

Key Club would not be able to function and exist without them.

Members motivate each other. Without them, we would not be able to give back to the community or raise awareness for PTP or MNT

How do I bond with members?

Reach out to members! Say hi to them when you see them or when you volunteer with them get to know them individually!

How do I keep my meetings interesting?

Educate members & show the social/fun things about key club by using ZOOM

BEE interactive with your members & give members incentives

Importance of Member Retention

- Compared to other clubs, we are the only club that is currently doing service projects online
- Helps your club earn awards through the AAR score (partly based on member retention)
- More members = more paid dues & more paid dues = lower cost of dues/trips in the future

How to Keep your Meetings Interesting?

Educate Members

- Charities we help
- Leadership opportunities

Show the social/fun things about key club by using ZOOM

- Game night (Scriblio)
- Host socials

BEE interactive with your members

- Call on members to answer questions
- Have them lead the Key Club Pledge
- Play a couple of ice breakers

Give members incentives

- Food (ex. cookies candies)
- Spirit items