



Member Retention And Mentoring

Retention/Mentoring

*Are We
Bringing
New
Members
In the
Front Door*



*And
Losing
Them
Out the
Back
Door?*



Where are we going?

Where do we want to be?

*How do we
get there?*



How are we perceived?

What are our Weaknesses?

- Old Traditions and Programs?
- Cliques?
- No New Member Orientation?
- New Members not involved?



Reality...

What are our strengths?

- Fun – Family – Philanthropy? Fun with a Purpose
- Temple Building, Shrine Hospital
- Family Activities & Social Events For all Ages?
- Leadership Opportunities? Friendship

Random thoughts

- **“I think the Shriners are a fine organization but to be brutally honest, most of the activities were a little corny and was mostly a bunch of old men sitting around drinking beer”**
- **“Get rid of the cliques, make everyone welcome and treat everyone the same. That’s a big turn-off to the new members, specifically the young”**
- **“Tried several times to contact someone to join a unit, no one would call me back. Lost interest and quit paying.”**

Survey of New Nobles

- **“I have only been a Shriner for four months, but would suggest that someone explain to the new candidates the leadership positions and how the shrine is organized.” (Orientation)**
- **“As a new member, I find the monthly meetings confusing. A bit of explanation would work wonders for the new guys and probably won’t bore the vets.” (Orientation)**

Survey of New Nobles

- **“Unless you belong to a unit, you are pretty much left out. More effort by members to make new members welcome, this includes Divan as well as Unit and Shrine Club members”**
- **“In my temple, it is difficult for younger Shriners to fit in. It is a much older crowd and they seem to ignore younger members”**

Why Do Men Join the Shrine

- Family Tradition – 46%
- Make New Friends – 62%
- Social Activities - 50%
- Support Shriners Hospital – 82%
- Prestige – 59%
- Business Networking Opportunities – 29%
- Leadership Opportunities – 19%
- Persuaded by a Friend or Associate – 62%



Reality...

*What benefits do we provide
Our membership at this time?*

Some Key benefits We should be Stressing

- **Benefit of meeting new friends**
- **Making more connections/Fraternity**
- **Importance of Family in the Shrine**
- **Our Involvement in the Community**
- **Our Support of Shrine Hospitals**
- **The Opportunity to learn Leadership Skills**
- **Being around POSITIVE People...**

Members Expectations

What members expect:

- *Fun and entertainment.*
- *Meeting new friends.*
- *Making new contacts.*
- *Being with existing friends.*
- *Role for his family.*
- *Becoming involved in the community.*
- *Role in providing leadership.*
- *To become an integral part of the organization*



Reality...

- How many members do we have right now?
- How many members normally participate in our events?
- How many new members have we taken in during the past year? How many are participating?
- Do we know who our members are? Do we know their interests?

**What are we going to
do about it?**

**SHRINE MEMBERSHIP
GROWTH THROUGH
MENTORING**

WHAT IS MENTORING?

- A WAY OF TEACHING
- SHARING PERSONAL EXPERIENCES
- TWO WAY LEARNING-Mentor also learns
- New SHRINERS “On Job Training”
- BUILDING LASTING RELATIONSHIPS

PLANNING FOR MENTORING

- KNOW EXPECTATIONS – SET GOALS
- SELECT MENTORS – FUN LOVING
- TRAIN MENTORS – FOLLOW HANDOUT
- ASSIGN TEAMS – MULTIPLES
- INCLUDE WIFES' – IMPORTANT PART

ORGANIZING FOR MENTORING

- SELECT CHAIRMAN – PHANTHOM
- SELECT COMMITTEE – GUESS?
- SELECT AND TRAIN MENTORS, SIMPLE
- ASSIGN SHRINERS TO BE MENTORS
- COORDINATE WITH DIVAN AND NOBILITY

MENTOR QUALIFICATIONS

- UNDERSTANDS SHRINE PROGRAMS
- PARTICIPATES BROADLY IN ACTIVITIES AND PROGRAMS
- CAN SCHEDULE TIME TO MENTOR
- SUPPORTS PROGRAM GOALS

IMPLEMENTING MENTORING

- GIVE A POWER POINT PRESENTATION
- EXPLAIN WHAT IT IS WE PLAN TO DO
- PREPARE TO HAND OUT INFORMATION ABOUT HOW WE PLAN TO SUCCEED
- EXCITE THE NOBILITY ABOUT THE IDEA OF “CHANGE”

THE CEREMONIAL

WHAT WE PLAN TO DO

- Activate our Plan
- Match our Mentors and the new Nobles
- Have Handouts ready
- Have Mentors at every Ceremonial
- Have Mentors and Candidates meet

Begin Building Shrine Careers

Retention starts with our Membership Plan

- Implement a Mentoring Program
- Identify our New Member's interests
- Supply New Member information to our Committees, support staff, Clubs and Units
- Assist them in getting involved - Orientation
- Identify their desires & needs

NEW NOBLES QUESTIONNAIRE

- *It's comprehensive*
- *It covers all areas of Shrine*
- *It includes spouses and significant others*
- *It's designed to capture the interest of the new Noble and his family*

BEN ALI SHRINE CLOWN UNIT
SACRAMENTO, CA

Noble

Dear Noble,

I recently received a list from the Shrine Center office with a list of New Nobles interested in the Clown Unit from the last Ceremonial. The Clown Unit is a limited membership unit. The process for joining the Unit is similar to joining Lodge. A Noble first must fill out an application & have it signed by (2) Clowns in good standing. It will be read at the next meeting. If approved for further evaluation the candidate will be contacted to meet with the Membership Committee. At the next regular Clown meeting the report of the committee is presented and the petition is voted on. When accepted, you are a probationary member for (1) year. During that year you are expected to: Attend and dress out for both ceremonials, dress out for at least (6) other parades or events, tend bar at meetings, assist in room clean up and other things as become necessary, attend the majority of regular meetings.

The Clown Unit is very much in demand and our schedule is very hectic! But, it is like all other endeavors, you get out of it what you put into it! We also have a very active Ladies Unit. Our Ladies have dinner with us at most meetings except ceremonials and then we break into a separate meeting. Our regular meetings are the third Friday of each month at the Clown Room in the Shrine Center in Sacramento.

I want to thank you for showing interest in the Ben Ali Clowns. If you don't get involved in the Clowns, get involved in something! If you would like an application or have any questions, please give me a call or send me a note from the information below. Also an application can be obtained from our web site: www.ddavis.com under downloads.

*Till We Bump Noses,
Dennis "McDuff" Davis
Secretary
Ben Ali Shrine Clowns*

*Invite
Them
to
Join!*

Retaining Younger Members

- Mentoring the New/Younger Member is very important
- Mentors need to be compatible – age, family, interests
Sports – Social – Family Activities
- And especially “Be Careful of Ben Ali “Cliques” –

Retaining Younger Members

- Clubs-Units and Nobles need to welcome the younger member. Consider having your club or Unit hosting a BBQ
Get to know the family
- Consider younger people for leadership positions
- Activities need to be planned around work and family
- They need to find a home in a Club or Unit according to their interest

Units For Younger Members

We Must meet the Common interests of the New Nobles
Parade units demand an expanding scheduling commitment
And the Shrine can Constantly add more expectations to a
new member.

OR

We can direct these new Nobles to the younger membership
of our clubs and units. Studies have indicated that once you
show someone all the avenues available to them, they
generally choose to join the organization that they wanted to
join in the first place.

If they are welcomed!

Ben Ali Shriners

- At each Shrine Stated meeting, a presentation will be made on ~~an important Shrine topic such as: Protocol, Fundraising, the Hospitals,~~ upcoming events, Club and Unit activities and getting involved.
- Having a common bond of being new to the Shrine; the new noble is excited and looking forward to answers and education. It is a positive atmosphere unaffected by the sometimes negative attitudes of seasoned Shriners.
- This is a great concept to get new Nobles involved. From here they will eventually join a Unit or Club that will become their home for many years to come. This gives them the start and support they need to feel comfortable.

Who Belongs to the Ben Ali Shriners Mentorship club?

- Every member of the Divan, Elected and especially Appointed;
- Aides, Ambassadors, Ben Ali Committee members, Captain and Assistant Captain of the Guard and all of the Outer Guard.
- Units and Clubs willing to participate and All of our Shrine Ladies

How Do We Work the Magic?

- Assign four Nobles to sponsor each new member
- Pote's Lady to write letter to new nobles lady, including a stated meeting schedule
- Each sponsor will actively work with the new Noble throughout the year.
- Each sponsor will try to meet the list of requirements expected of them.

What are the Expectations?

- Your willingness to join the team
- Work to introduce new Noble to others
- Find out his interests and direct him to others with the same interests
- Get your picture taken with new Noble & wife
- Arrange a tour of the Shrine Hospital
- Introduce him to all Shrine Clubs and Units
- Invite the Noble to participate in activities
- Complete list of activities with new noble



*Make A Commitment
For Success*

Member Retention

Mentoring for Growth



Change...

- Many current programs are obsolete
- Programs are designed for older nobles
- Many traditions are no longer effective
- Can't do business today... like yesterday
- We need to Conduct temple survey, to identify needs!
- Feature young nobles in our publications
- Try new events, activate new programs
- Change before it is to late. Modernize



Ideas...

- Hold Business meeting when more Nobles can attend
Different date, time or location, make them fun!
- New social events or activities
- Communication with New & existing Nobles
- Family activities
- Club & Unit Activities
- Hospital awareness & participation
- New Noble & Lady Orientation – Mentoring
- Involve Nobles not in a Club or Unit

Ideas...

Get all Members involved

Bring a Guest?

Sports

- Golf Tournaments
- Fishing Tournaments
- Ball Game
- Hiking
- Boating
- Bicycling
- Motorcycling

Social & Family

- Sports viewing
- Temple Parties
- Theme parties
- Picnics
- Dinner Dances
- Trips



Retention/Mentor Summary

- Keep members happy!
- Achieve Noble satisfaction!
- Retention starts on Ceremonial Day
- Treat the Noble and his lady like VIP's – They ARE!
- Share quality values and good fellowship
- Establish good Communications and have FUN!

- Encourage them to join a Club or Unit
- Never allow NEW members to be alone at Shrine functions
- What we say, do and DON'T DO is critical
- Nobles want to be ACCEPTED & INVOLVED
- Listen to his needs, desires, concerns
Listen to his wife's needs, desires and concerns
- Provide fellowship, enjoyable activities, networking, leadership opportunities, family benefits.

REMEMBER

*The reason most men leave the Masonic
fraternity is because:*

- *They were ignored!!*
- *Their needs were not met!!*



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And Mentoring***