

## **Retention Ideas**

**The following is NOT meant to be a “to do” list as each branch is unique. The membership committee is simply sharing ideas from many sources.**

- \*contacting members several times a year acts as a lifeline to keep the branch current and caring,
- \*keeping the chains of communication strong and effective,
- \*providing opportunities to get together such as meetings, luncheons, coffee times, field trips,
- \*organizing groups for bridge, walking, skiing, etc.,
- \*informing members of branch news and BCRTA business
- \*providing a focus such as raising money for scholarships, the R.R. Smith Memorial Fund Foundation or special branch projects,
- \*involving more members in organizing and planning,
- \*informing members of the benefits of Medoc insurance plans,
- \*informing members of the benefits of belonging to the BCRTA (see membership benefits and BCRTA web site),
- \*honoring members who help such as the executive, phoning committee, etc
- \*acknowledging member milestones such as 85 year old Life Members or members who have belonged to the branch for a certain length of time,
- \*publishing short articles on branch activities in the local newspaper.

**Other Ideas:**