

Regaining Members

Regaining a member who has not rejoined the organization for one or more years is just as important as recruiting and retaining new members. Recruiting new members and regaining inactive members is the desired goal. It is important to review the local membership list (on TRTA Portal) to assure the renewals are up to date, that deceased members are removed and other member contact information is up to date.

Identify Lapsed Members

TRTA sends a list of non-renewing members to the local treasurer and the membership chair early in the year. Use this list, along with local unit records, to identify members who are no longer active. Assign these individuals to specific members for personal contact.

Committee for Personal Revival

When a member becomes inactive, it's time for CPR (**Committee for Personal Revival**) and a personal invitation to the next meeting. Several members on a **CPR** can do wonders in regaining a lost member. One member of the committee making a WE HAVE MISSED YOU, WE NEED YOU, WON'T YOU REJOIN US telephone call or other personal contact may be just the thing. If there is no response or hesitation to communicate by the lost member, attempt to determine if something happened to cause disassociation. A reminder letter is good. Personal contact may succeed with others.

Make It Fun

Form teams to work on regaining members. Divide the **CPR** Committee into working teams or allow committee members to seek other members as volunteer helpers. Compete for the most members regained. Provide incentives for the team regaining the most members. Use awards, prizes or fun recognitions. Perhaps have a function at which the winning team eats steak and the other team eats hot dogs. Maybe even work out a way to include the regained members in the fun.