

CALIFORNIA - HAWAII ELKS ASSOCIATION

MEMBERSHIP MANAGEMENT CONTROL TEAM MANUAL

2011-2012



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“ELKS LIVE ALOHA”

MEMBERSHIP MANAGEMENT CONTROL TEAM

2011-2012

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SECTION I

MEMBERSHIP MANAGEMENT CONTROL TEAM ORGANIZATIONAL CHART

EXALTED RULER

**LODGE ACTIVITIES
CHAIRMAN**

**LOYAL KNIGHT
TEAM LEADER**

**LODGE
SECRETARY**

**MEMBERSHIP
CHAIRMAN**

**INVESTIGATING
COMMITTEE**

**RETENTION
CHAIRMAN**

**ORIENTATION
CHAIRMAN**

**COMMITTEE
MEMBERS**

**COMMITTEE
MEMBERS**

**COMMITTEE
MEMBERS**

**COMMITTEE
MEMBERS**

SECTION II

MEMBERSHIP MANAGEMENT CONTROL TEAM CONCEPT

The lifeblood of any organization is membership. If our Order is to remain strong, we must pursue a vigorous program for procuring and retaining new members. Our lodges cannot remain static, and continue to lose members. We must start investing in the future and go forward.

A live, active, and growing membership is the basic requirement for a live, active, and growing lodge of Elks. With a positive attitude, a “Plus One” gain in membership should be the goal of every lodge. We can no longer sit back and passively expect our lodges to grow.

To have a successful administration, every Exalted Ruler must be a planner, a worker, a leader, and an executive, not just once a week lodge officer.

To achieve this in every lodge, the Exalted Ruler, must have strong managerial skills and leadership guidance.

The membership management must be done intelligently. This implies capable personnel, good planning, and continuous supervision and requires regular evaluation of procurement results.

This is where the “MEMBERSHIP MANAGEMENT CONTROL TEAM” concept comes into play. This team should consist of; the Exalted Ruler, as the Team Manager, the Loyal Knight, as the coordinator, and the Membership, Investigation, Retention, Orientation, Lodge Activities, and the Public Relations Committee Chairmen as team members.

Every member of the Membership Management Control Team should have a copy of the Grand Lodge Membership Control Manual (Code # 5104). They should study its contents and use the structures of its suggestions as a guide.

The team should sit down together and draft a definitive membership control program in writing from the successes and the failures of past events. The plan must have definite and realistic goals and objectives and above all, be positive.

The team should work towards initiating a number of new members equal to at least 10% of their membership at the beginning of the lodge year. This is in addition to those added to the rolls by transfer dimit and reinstatement.

Good Membership Management requires regular evaluation of the results of membership procurement, reinstatements, orientation, and collection of dues.

This should be done by comparing your results with your set goals set for the current lodge year along with any comparison you wish to make from any given previous year.

Not only must we attract new members, but we must continue to keep the ones we have. Lodge activities should be supportive to what the membership wants. They should plan events tailored to special interest groups such as social sports, and recreational. Spice up the events with contests and prizes.

If we think “Membership,” if we think “be a proposer,” And if we Ask them, there will be no question about our ability to put our fine organization in the black and in all probability by so doing, we can beat any previous membership achievement.

It is a privilege to be an Elk and an honor to be asked to become an Elk. Let us sell Elkdom.

Only when we bring in new members into our lodges, we will be investing in the future. Without new members, there is no Elks future.

Are you up to the Challenge?

SECTION III

MEMBERSHIP MANAGEMENT CONTROL TEAM FORMATION AND IMPLEMENTATION

Formation:

- 1. Exalted Ruler shall appoint the management team.**
- 2. Esteemed Loyal Knight should serve as Team Leader and coordinator. Other members of the team should include the: Membership Chairman, Investigation Chairman, Interview Chairman, Retention Chairman, Public Relations Chairman, Lodge Activities Chairman and other committee members.**
- 3. Obtain and study the Membership Management Control Team Manual.**
- 4. Prepare a plan of action and implement the plan.**

Implementation:

- 1. Establish a membership control committee and committee coordinator.**
- 2. Duties of the committee chairman**
Membership.....Procurement
Retention,,,,,,,,,,,,,,,,,Dues collection
Indoctrination.....Orientation
Lodge Activities.....Social director
Public Relations.....Community awareness
- 3. Qualifications:**
Salesman type, goal achiever, successful manager,
ideas and support, devotion, enthusiastic, positive
approach.
- 4. Committee Formation:**
Invite prospective committeemen, set goals and game plan,
assign a secretary to keep minutes.
- 5. Committee Assignments:**

Membership: Systematic and selective membership program. Make a list of prospective members and invite them to join. Use Lodge Bulletin to any advantage you can.

Investigation: Interview at home or lodge. Be friendly, informative, courteous and kind. Emphasize member involvement. Show committee participation list.

Lapsation (Retention): Delinquent members. Collection of dues. Use telephone committee. Monthly billing. Contact member for reason. Inform sponsor.

Indoctrination: Orientation Program Use Grand Lodge and CHEA CD's video programs. Use lodge functions and activities' videos, if any.

Lodge Activities: Setup events tailored to special groups. Campers, golfers, dancers, youth activities, bingo, etc.

Public Relations: List all lodge activities and community services in Lodge Bulletin, Charity Book, Have Youth awards night programs, dictionary project, scholarship, hoop shoot, and Eagle Scouts.

Harmony: In order to be successful and have a gain in membership, we must stress harmony among officers, pers, and members and show pride in our lodge facilities.

SECTION IV COMMITTEES MEMBERSHIP

One of the most disturbing problems is the decline in membership. The Order of Elks is losing members at an alarming rate and in order for us to continue our proud tradition of Benevolence to our fellowman, we must reverse this trend.

Several keys to reverse this trend are:

- A. Improve the community image of our lodges.
- B. Provide varied family oriented activities on a regular basis throughout the year.
- C. Improve the overall physical condition and appearance of the lodges.
- D. Select an enthusiastic working committee that will work to immediately contact delinquent members.
- E. Seek quality members who are dedicated to the Benevolent ideas of Elkdom.
- F. Offer member incentives to obtain new members and reinstate lapsed members.
- G. Involve the Past Exalted Rulers in contacting delinquent members who were initiated in their respective year.
- H. Find out why you have delinquent members and work to fix the problem.
- I. Ensure that the new Membership Management Control Team uses the Grand Lodge Membership Control Manual.
- J. Plan special lodge programs to introduce potential candidates to Elkdom at the subordinate level.

MEMBERSHIP RETENTION

Collection of membership dues from those who are delinquent. For every three members initiated four old members are dropped for nonpayment. This is a trend we must stop.

1. Lapsation Manual:

The lapsation manual is a start toward standardizing the subordinate lodge collection and lapsation procedure.

2. Lodge Secretary:

Shall bill all delinquents monthly.

Read the names of delinquent members to the lodge.

Send personal dues notice letters to all delinquent members.

3. Exalted Ruler:

Shall strictly enforce the law that members cannot attend lodge sessions unless dues are paid up

Shall sign all letters sent to delinquent members.

4. Lapsation Committee:

Shall investigate and report on all delinquencies and employ such means and methods as may be best adapted to prevent the dropping of members for nonpayment of dues.

The collection effort begins immediately at the start of the lodge year. Any delinquents on April 1st. is a candidate to be dropped for nonpayment at the end of the lodge year on March 31.

INDOCTRINATION

Standardized Indoctrination procedure and its role in the Membership Control Team Concept involves the Sponsor, the Investigation Committee, Indoctrination Committee, Initiation by each officer and record keeping by the Secretary.

1. Sponsor:

One of the key elements of Indoctrination is that of the members sponsored, the new member's first contact is usually with the sponsor and It must be a positive contact. It is the job of the sponsor to assist

and guide the new members in the activities of the lodge.

2. Investigation Committee:

This is the fact finding committee and it is the first official contact with the applicant. The applicant should leave with a good feeling for membership in the lodge. The Committee must report to the lodge at the next regular meeting.

3. Indoctrination:

Indoctrination should be conducted by a formal lodge committee or the lodge officers. The program should explain in detail the purpose and benefits of the Order. Lodge committees should be represented stressing that a good Elk is an active Elk.

4. Initiation:

It is vital that each officer do his best and perform the ritual in a serious manner. Prior to the actual ceremony, the Esquire or Indoctrination Chairman, should brief the candidates on the order of business that will transpire within the lodge room. Remember that the first impressions are usually correct and lasting.

5. Records:

The Lodge Secretary should maintain an indoctrination record as a part of each member's membership record.

In summary, the sponsor of a new member should stay with the new member through out the whole process from start to finish or at least six months, making the member feel comfortable and a proud member of the Elks.

LODGE ACTIVITIES

Lodge Activities:

The Lodge Activities Committee assists the Exalted Ruler, Lodge Officers, and all Lodge Committees develop and successfully execute a balanced program of Lodge Activities including social functions, club activities, and community service projects.

It is equally important that the Lodge Activities Committee assist the Lodge Secretary in accurately completing the Lodge's "Survey of Volunteer, Youth, Charitable, and Community Service Programs Report Sheet", including the reporting of the participation by members and guests in Mandatory, Prescribed and Non-Prescribed Lodge Activities.

The Lodge Activities Committee also promotes the "Grand Lodge Activities/State Association Committee Program of Contest and Grand Exalted Rulers Awards" by encouraging their Lodge and its members to participate in all Grand Lodge and State Association contests; taking maximum advantage of all of the Grand Exalted Ruler awards of recognition for which their members and Lodge qualify

SECTION V ADDITIONAL TOOLS AND IDEAS

1. Stray Elks List

- A. Obtain printout list from the Secretary.**
- B. Organize a Stray Elks Committee.**
- C. Make contact with Stray Elks.**
- D. Invite them to your lodge.**
- E. Welcome them and make them feel comfortable.**

2. Training Tools

- A. Grand Lodge manuals and publications:**
 - a. Leadership 5-booklet set.**
 - b. Exalted Ruler, Officers and Committeemen Manual.**
 - c. Membership Management Control Manual.**
 - d. Investigation, Indoctrination, and Retention Manuals.**
 - e. Ritual Manual.**
 - f. Protocol Manual.**
 - g. For complete list refer to Grand Lodge Supplies Catalog.**

- B. Additional resources, brochures and publications:**
 - a. Officer Training Course.**
 - b. District deputy clinic.**
 - c. Convention workshops and seminars.**
 - d. Second Step Program, for keeping new members active and interested, prepared by Nina Lilienthal-Murphy from San Francisco Lodge #3. Available online.**

3. Monitoring and Charting Progress

- A. Lodge Membership/Lapsation Chairmen should keep a file of monthly reports.**

- B. Chairman should discuss reports at officers' meetings.**
- C. Chairman should chart the progress on Membership Progress Chart.**

4. Achievement Recognition

- A. Recognition should be given to members who are constantly recruiting and sponsoring new members.**
- B. Certificates signed by the Exalted Ruler should be given to new, members being initiated, to reinstatements, and to those transferring into your lodge.**

SECTION V I

SUMMARY

This program manual has been prepared as a tool and guide to help accomplish the goals set forth in the programs of the CHEA Association President.

Through training, communication, cooperation and commitment, we can create great leadership where the members can take pride in belonging. A well-planned program that is implemented will result in new blood, new ideas, new members and attainment of our goal of “Plus One.”

As we continue to grow and flourish, let us rededicate ourselves to the concept that we have the ability and the power to exhibit that:

“Elks Live Aloha.”

APPENDIX

REFERENCES

Americanism Manual
A Guide Book for New Members
Grand Lodge Programs (Various years)
Leadership Training Booklets (set of 5)
Manual for Investigation/Interview Committee
Manual for Secretary
Media Relations Manual
Membership Management Control Team Manual
Membership Program & Planning Manual
Second Step Program
Training Manual for Subordinate Lodges