

CALIFORNIA - HAWAII ELKS ASSOCIATION

CHAIRMAN'S MEMBERSHIP MANUAL

2011-2012



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“ELKS – LIVE ALOHA”

CHEA CHAIRMAN’S MEMBERSHIP MANUAL

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SECTION I

FOREWORD

The Interim Report of the Future of Elkdom Committee states that the Order is losing 100,000 members every 3 years (by 2020 at this rate we will be down to about 500,000 members) it is more important to change our focus, to stabilize and rebuild.

And in doing so, we must remember always and keep in mind that the “**Life Blood**” of any organization is **MEMBERSHIP**, and in order to remain strong, we must pursue a vigorous campaign to **recruit, initiate, and retain** the new members.

The goals and objectives for 2011-2012 California Hawaii State Association are consistent with the Grand Lodge and State Association Programs.

The goal of every member should be a “Plus One.” Each member should make an effort to bring in one new member, one reinstatement, and/or one dimit per year.

The aim is to identify the causes of the decline in membership and to find a cure to eradicate this downward slope trend and initiate a vigorous campaign program to recruit new members, reinstate dropped members and to reach out and seek stray Elks.

There are many other means of recruiting and maintaining members. While we cannot predict the future on gains or losses, we can certainly prepare for it. Your participation as a team member, working on each planned goal will definitely make a difference.

SECTION II

INTRODUCTION

This Association Membership Chairman's Manual is being presented as an addendum to the State President's Program for the Fraternal Year 2011-2012. The purpose is to assist in effectively administering the membership programs presented by our State Association President.

This Chairman's Manual covers the following:

1. Setting membership goals.
2. Building and developing a positive attitude and a strong leadership team of potential and qualified officers.
3. Assisting the Investigation, Indoctrination, and Retention committees in organizing the Membership Control Team.
4. Promoting the Membership Management Control Team Manual.
5. Encouraging the use Stray Elks list provided by the Grand Lodge and incorporating it in the membership recruitment program.
6. Providing the tools necessary to accomplish such goals through training, communicating, cooperation, and commitment by using the materials and resources provided by Grand Lodge and the State Association.
7. Monitoring and charting the progress using district monthly membership and lapsation reports. and
8. Recognizing achievements made by lodge chairmen, sponsors and members.

SECTION III

MEMBERSHIP PLANNING PROGRAM

1. Membership Goals

- A. The goal of each lodge should be a Plus One. This can be accomplished by having each member recruit one new member, one reinstatement, or one dimit.
- B. Instill pride in membership and become an active participant in lodge activities.

2. Leadership Team

- A. Each officer, trustee, committee chairman, member, or appointed officer a leader of his/her and should possess qualities of leadership.
- B. Successful leaders should be able to understand people their strengths and weaknesses.
- C. Team members should develop a positive attitude.
- D. They should act friendly and approachable in order to gain the respect, loyalty, cooperation, and confidence of the members.
- E. Create a Mentoring or Buddy system where we can assign a dedicated member to work with and guide the new member to achieve a long lasting relationship with the lodge.

3. Membership Management Control Team

- A. Exalted Ruler should appoint the management team.
- B. Esteemed Loyal Knight should serve as Team Leader and coordinator.
- C. 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.
- D. Obtain and study, the Membership Management Control Team Manual.
- E. Prepare a plan of action and implement the plan.

4. 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.

5. 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 clinics.
 - c. Convention workshops and seminars.
 - d. Second Step Program, for keeping new members active and interested, prepared by Nina Lilienthal-Murphy from the Novato Elks Lodge #2655. Available online.

6. 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.

7. 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 IV

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.

It is through training, communication, cooperation and commitment, that 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

Interim Report (Future of Elkdom)
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