



# The Friendliest Place In Town -- A Moose Lodge

Membership  
Promotion Special  
Winter 1999

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*This booklet is especially designed for administrators and boards of officers of Moose Lodges everywhere to assure that their operations are such that the community regards the Lodges as the "Friendliest Places in Town."*



# THE

Loyal Order of Moose

# ROAD

TO EVERY LODGE  
IS NOW OPEN

Production Retention Reception Recognition



NO BACK ROADS!  
NO DETOURS!

NO ORANGE BARRELS!

Just a straight route to the "Friendliest Place  
in Town" --- Your local Moose Lodge!

So turn a few pages to learn how to make sure  
that your Lodge is in fact "The Friendliest Place in  
Town" and watch your Lodge membership grow!

# Inspiring the Future -- The 1•9•9•9 ... 2•0•0•0 Ohio/Michigan Moose SUMMIT in Harrison, Michigan!

**H**ow can we make every Moose Lodge into the “Friendliest Place in Town” was the original dilemma for State Director of Ohio, Dwaine Brown, for when he first heard of the Friendliest-Place-concept, he sensed its truth. After talking about this concept with many, many Moose members across the state, Director Brown knew that something needed to be done.

Later, at International Convention in Minneapolis on the night of the Shining Star Awards, the answer came to him, as Ed Dalsasso, Harrison, MI Lodge 2235 was named Shining Star Lodge Administrator of the Year for the second consecutive year. Turning to the person on his right, Director Brown said, “Jim, there’s our answer to the ‘Friendliest Place in Town’ idea. We need to pick the brains of our most successful administrators and put that collective knowledge into some sort of booklet form as a ‘how-to’ book on this very important concept.

So shortly thereafter, Director Brown got on the telephone to Michigan State Director Jim McCoy: “Jim, I’m going to bring two or three of my most successful administrators and my newsletter editor to meet with you and two or three of your most successful administrators and your newsletter editor at the home of your

Shining Star Lodge Administrator of the Year, Ed Delsasso. We want to develop with your people a kind of how-to-do-it handbook to help our Lodges become the “Friendliest Place in Town.”

The idea struck a responsive chord in Director McCoy’s mind, for he said only one word: “When?”

By mid-September, the initial meeting took place at Harrison, MI Lodge 2235, with Directors Brown and McCoy, Michigan’s Ed Delsasso, Bennie Ferrell, Bob Cornwell and Jack Wilson, and Ohio’s Dennis Davenport, Glenn Paris, and Jim Grandy.

Slowly over the next few weeks, with both Ohio and Michigan State Directors proofreading and with input from Membership Director William B. Airey of Moose International, this booklet became a reality. It is the hope of everyone involved in the creation of this booklet that each Lodge’s Board of Officers throughout the Fraternity will take the concepts to heart and will put as many of these ideas into practice as they can. We are certain that if they do so, thus making their Lodges the “Friendliest Place(s) in Town,” their membership roles will grow and grow.

## **WE'RE CHANGING THE FACE OF OUR MOOSE LODGES**

**Our Goal -- Every  
Moose Lodge Will  
Become "The  
Friendliest Place In  
Town"!**

### **Identifying Areas of Concern, including**

- **Marketing the Lodge itself**
- **Creating atmosphere in the Lodge**
- **Appearance of the building and grounds**
- **Employee attitude**
- **Communicating with customers**
- **attitude of officers**
- **identifying problems**

### **Utilizing the Four-fold Function of the Membership Committee**

- **Membership Reception**
- **Membership Recruitment**
- **Membership Retention**
- **Membership Recognition**

### **Strategies for Each of the Four Functions**

# **Converting A Moose Lodge into**

## **"The Friendliest Place in Town"**

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*A "how-to" brochure which is designed to assist every elected and appointed Lodge officer and committeeman in a quest to create a Family Center from a Moose Lodge.*

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Brother Governor, you have a vital role to play in the life of your Lodge. The purpose of this periodical is to provide you with a new understanding and a new strategy to help you to accomplish your role.

Look around your area to see which similar operations are succeeding, which are failing, and which are flourishing.

You don't need a crystal ball to tell you that there is a lot of money out there, just waiting to be spent. Be equally assured that the folks with the money will spend it somewhere, provided that they feel they are receiving value for their money.

To assure your Lodge that it becomes/remains a viable operation, you have to have a share of that money. To assure that members bring their friends and families to your Lodge and its activities, you have to make your Lodge the "Friendliest Place in Town"!

Although you might think of your Lodge in those terms, others do not necessarily think of it in those terms. So how do you assure that your Lodge is the friendliest place in town?

To make a Moose Lodge into the friendliest place in town is not a single action; rather, it is a combination of actions. The contention is that to make a Lodge into the friendliest place in town involves more than just the human condition. It involves many things, including the following:

- marketing the Lodge itself
- creating atmosphere in the Lodge with special functions
- appearance of the building and grounds
- employee attitude
- communicating with customers
- attitude of officers

--identifying problems, understanding them, identifying their cause, and solving them

--incorporating all the above into the four-fold function of the local Lodge membership committee. This major committee has four major functions: membership reception, membership recruitment, membership retention, and membership recognition.

Let's see how all of this fits to make a working plan for creating the friendliest place in town.

## **LODGE MEMBERSHIP COMMITTEE**

In every Lodge, this vital committee must consist of at least five members, the most important of whom is the Chairman who is responsible for every element of his committee. Quite frequently the membership committee chairman is already an elected officer of the Lodge or has been chosen because he is a "good ole boy" or has been promised that "we just need your name on this form, but we'll take care of the rest."

The Membership Committee Chairman should be one of the best "Moose educated" men in the Lodge. He should be thoroughly indoctrinated with the program of the Moose at the International, State, and District levels, along with the programs of the Moose Legion and higher degrees. The Chairman should have a burning desire to see that the mission and purpose of the Loyal Order of Moose are reflected in his Lodge's operations. Given such a person as Chairman, then surely you begin to sense that this Chairman must carefully select his other four committeemen who, in effect, become sub-committee chairmen.

Committeeman number one becomes sub-chairman of Membership Reception. What does this area imply, and what strategies exist for this area to assure that the Lodge is the "friendliest place in town"? Let's investigate.

## **MEMBERSHIP RECEPTION**

Basically, membership reception is how the member, new or old, is received by the Lodge each time that he visits. The basic question is this one: "Is there someone who takes the time to make a member feel welcome when he participates and to thank him for coming when he leaves?"

The logical person, on a day-to-day basis, is the Lodge's stewards, both full-time and part-time. Answer this question honestly: "Are your stewards good greeters?" But before you answer, think along with me: Are your stewards permitted to smoke while on duty? How many of them wait on customers with cigarettes dangling either from their hands or from their lips, smoke curling up into the faces of the customers? How often do they accidentally drop ashes into the very ice they

## **Membership Committee Is Most Vital To Lodge Programs**

**The local Lodge  
Membership  
Chairman should  
be the most  
"Moose educated"  
of anyone on Staff.**

To make members  
feel welcome, you have  
to anticipate their com  
ing to the Lodge, and  
you have to make sure  
that they feel at home  
when they get there!



**FIRST IMPRESSIONS  
-- WHETHER THE  
PHYSICAL APPEAR-  
ANCE OF THE LODGE  
OR OF THE  
DOORMEN AND  
STEWARDS -- MAKE  
MEMBERS FEEL  
“WELCOME!”**

**Training of all employees to make customers feel welcome is essential to successful Lodge operations.**

Don't be a lizard or a frog on a lily pad. Make sure that your banners, signs, and slogans are more than “beer commercials.”



Wouldn't it be nice if every Lodge had stewards and stewarresses and greeters with these kinds of smiles, along with a willingness to get into a seasonal spirit with their costumes?

serve customers or into the water with which they wash glasses?

Are your stewards discourteous (Don't forget the telephone: “Moose--Moose Lodge--yeah---he ain't here”); uncouth (snuff-dippers, bad breath, poorly groomed, poorly dressed); and surly (“What do you want,” said sneeringly; “yeah?”).

Why do administrators--people who manage the Social Quarters and hire all employees-- tolerate such behavior?

## **STRATEGIES ON RECEPTION**

FIRST IMPRESSIONS -- Most of us, whether we like to admit it or not, form quick first impressions, whether we are talking about people, places, things, and/or events. Within the first few seconds of experiencing something new, most of us will have formed an impression, either favorable or unfavorable. If you accept the truth in this concept then, your Lodge's strategies to assure favorable impressions must include, not necessarily in the order presented, the following:

- Lodge property must be clean and neat both inside and out.
- Find a landscaper, someone who knows how and what to do and can gather a group of volunteers about him and make something of your Lodge property.
  - Employees, like the Lodge property, must also be clean and neat and appropriately dressed.
  - Employee attitudes must be positive and up-beat, ever ready to serve customers, old and new.
  - Consistency is essential: Members must feel assured that everytime they visit, the atmosphere, service and food quality will be the same as their last visit. It is imperative, therefore, that a Lodge must

recognize its limitation: it shouldn't attempt anything that doesn't have a high chance for success.

- Lodges must be friends with other fraternal organizations in the area. This friendliness could be expressed jointly, with community projects, for example, or by comparing schedules ahead of time (to avoid the serving of a special meal on the same night at the same organizations).

- Banners - Signs - Slogans - Banners That Recognize Members' Accomplishments. These kinds of important instruments of communications are somewhat like "smile buttons" and need to be current, timely, nicely and tastefully done, and prominently placed throughout the Lodge and Social Quarters.

- Especially create quality banners that proclaim that the Lodge is **THE FRIENDLIEST PLACE IN TOWN!**

- Change the decorations of the Lodge frequently and create a festive atmosphere with the decorations -- be seasonal with decorations; be event-centered with decorations. Obviously, a Decorations Committee is essential.

- Use peoples' names when they come into your Lodge. Make it a point to begin to sharpen your name-remembering skill.

- Marketing Strategies include many of the following, depending on the physical layout of your Lodge.

- If your Lodge runs an event which will see your members running into and out of your Lodge, then you'll want to set up a beverage station (which can simply be a tub of ice with beverages in it and with an officer responsible for sales).

- If your Lodge has special busy times that are consistently busy week-in and week-out, with members running into and out of your Lodge, then (as mentioned above) you'll also want to set up a beverage station. Often times a barbeque grill station is desirable.

- Hold thematic Enrollment Ceremonies, such as annual enrollments which honor new Fellows and/or Pilgrims or which recognize the Lodge's anniversary or which kick off the Family Picnic Weekend.

- Have trinkets of varying kinds to hand out to members, new members, and visitors, trinkets which advertise your Lodge as the "Friendliest Place in Town" or a membership campaign theme, for examples.

- Be sure that your calendar, mailed with your Lodge publication, is full. Avoid blank dates like the plague!

- Officers' Roles must be clearly understood. For example,
  - officers must have positive attitudes
  - officers must have a vision of what their Lodge should be, or in what direction their Lodge should grow, or how constantly to improve their Lodge's service to the membership

## **"THE FRIENDLIEST PLACE IN TOWN" SHOULD BE YOUR BIGGEST, NICEST, FANCIEST POSTER!**

**If you don't market your Lodge's strong points, you're setting up your Lodge to fail!**

A successful Lodge operation can be summed up in a word:

**VISION!**

**VISION!**

**VISION!**



# HARMONY IS THE KEY TO A FRIENDLY LODGE

**Take steps today  
to assure harmony  
in your Lodge .**

Never let it be said  
“Nobody talks to me,”  
even if it means spending  
an evening with new  
members instead of “good  
ole buddies”!



-- who is in charge must be clear  
-- officers must know who are the new members and must be able to identify them when they come to the Lodge (or at the very least to perceive that they are new members). Use the “Baby Moose Program” offered by the Membership Department of Moose International to assist in identifying new members.

-- officers can’t “run scared.” Officers must take chances. For example, recently, one board of officers was sitting in a small group complaining that very few patrons were in the Lodge. One officer observed: “It’s this way every Thursday night. What else is new?” Another officer asked, “Why don’t we try something new? Why can’t we have a spaghetti night on Thursdays.” The result was they went out and purchased some plastic red/white checkered table cloths, had a ball decorating old wine bottles with candle wax for the tables, and discovered that a member played an accordian. Then they advertised the inaugural spaghetti night with signs and a banner in the Lodge. The result: instant popularity, and now that night has become a fixture, and the accordian player has brought in a friend with a guitar! Take a chance.

-- officers must be positive in their approach.  
-- officers must be willing to voice their opinions, but they must let the ENTIRE board decide which is best -- that is democracy!  
That is harmony!

-- good administrators seek good officers. Good officers surround themselves with good chairmen. Good Chairmen surround themselves with good committeemen. Get the message?

-- Officers must be Lodge “greeters” and welcome a member when he comes in and acknowledges his leaving with a remark such as “Come back soon, Charlie. Don’t

forget the steak fry on Friday night!”

- You’ve got to have fun!

Officers must encourage atmospheres of familiarity with everyone.

- “Nobody talks to me!”

You must assure that no one can ever say this about your Lodge. Stewards MUST be friendly! On busy nights when the Lodge has Doormen, these gentlemen must be friendly, knowledgeable of the Moose program and of the membership in general, non-smoking while on duty, and non-drinking while on duty. Chief among their attributes, Doormen, dressed appropriately (in a Moose shirt, for example) must be knowledgeable (suggesting where the Lodge’s no-smoking areas are, for example) and tactful in dealing with members.

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COMMITTEEMAN NUMBER TWO becomes sub-chairman of Membership Recruitment. What does this area imply, and what strategies exist to assure that the Lodge is the “friendliest place in town”? Let’s investigate.

## MEMBERSHIP RECRUITMENT

This area is plainly, purely, simply MEMBERSHIP PROMOTION. Let me assure you that just putting a small item in the calendar of your Lodge newsletter to the effect that you’re going to hold an enrollment the third Tuesday of next month IS NOT membership promotion!

Someone has to ensure that articles promoting member-sponsorship appear in EVERY issue of the Lodge newsletter. Members need to be routinely informed as to how many more members the Lodge needs to qualify for Lodge Quota Awards, Membership Achievement Awards, and so forth. You can’t expect to have Lodge members helping you out if they aren’t aware that you need their help in achieving these kinds of goals.

Short-term campaigns should be conducted every four-to-six weeks. They need to be posted in well-traveled areas of the Social Quarters and talked about whenever possible.

Furthermore, members should be educated on the Moose 25 Club, the Moose International 5 Club, the Director General’s Circle of Distinction, and so on. Preferred-member recognition should take place all year, and especially during the annual Lodge Preferred Member Party, held each May.

## STRATEGIES ON RECRUITMENT

- Your Lodge has to have a reputation for having fun. No prospective member wants to join a Lodge unless it offers him opportunities for good times.
- Banners, posters, signs, slogans, recognition -- along with seasonal decorations and event decorations -- all demonstrate to the prospective member on his visit to the Lodge that this Lodge is “the place to be!”
- Be creative in your local Lodge, short-term membership campaigns which serve as incentive for your member-sponsors to “get out there” and make a big effort in order to win a great award. Membership Committees should brainstorm ideas for short-term membership campaigns, promoting items that are seasonal, topical, sports or camping oriented, etc.

## **YOUR LODGE HAS TO HAVE A REPUTATION FOR HAVING FUN!**

**Try playing a  
word game at your  
Lodge . . .**

**You say a word; I  
respond, for example, thus:**

**I say “Elks.”**

**You say \_\_\_\_.**

**I say “VFW.”**

**You say \_\_\_\_.**

**I say “Amvets.”**

**You say \_\_\_\_.**

**I say “Moose.”**

**You say “FUN”! (Or at least  
this had better be true!)**



# ASK YOURSELF WHY NEW MEMBERS DO NOT VISIT YOUR LODGE AND WHY THEY DON'T RENEW.

**Be honest in your  
answer.**

If you know why,  
then you don't have a  
retention problem in your  
Lodge; you have an over-  
crowded situation! Is this  
true at your Lodge?



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COMMITTEEMAN NUMBER THREE becomes sub-chairman of Membership Retention. What does this area imply, and what strategies exist to assure that the Lodge is the “friendliest place in town”? Let’s investigate.

## MEMBERSHIP RETENTION

This area has finally achieved the status that it rightly deserves. Unless your Lodge’s leadership is totally brain-dead, it has to know that despite doing a good job of signing up members, they do a lousy job of retaining them. Why is that?

Is it because once a member is enrolled, that’s the last he hears from the Lodge until he is sent a dues notice? Is it because the new member has never returned to the Lodge since the day he was enrolled because he was unaware of the activities that were taking place? Is it because no one ever called that new member to invite him and his family to participate? Is it because something or someone offended him that very first night, and he has never returned to the Lodge because no one ever bothered to call to ask why he hadn’t been back? Is it because no one ever called to wish him a “Happy Birthday?” Is it because no one ever called to see if he had any suggestions for activities or improvement in the Social Quarters operation of his Moose home?

**Be assured that if members are to continue to pay dues, they need to know that they are important to the organization!**

They need to have been well-oriented to the program before they enrolled. They need to be made to feel a part of our Moose family. They need to know that their opinions are important. They need to know that we CARE if they come to our activi-



ties; that we CARE if they participate in our sports programs; that we CARE if they have a need that we can fulfill; that we CARE if they want to air a grievance; that we CARE that they are happy with their membership and all it offers.

Note these ideas closely: those who serve the function of improving membership retention within the Lodge are

- those who work the telephone and talk to members who are delinquent in the payment of their dues and find out why;
- those who talk to non-participants and find out why;
- those who talk to those families with a member in the hospital to find out if the Lodge can help in any way;
- those who talk to those joining within the last 90 days to see if they have participated in any activities of the Lodge -- who find out if they enjoyed the activities or if they have not participated and why;
- those who maintain the Lodge Suggestion Box;
- those who assist in the mailing of the Lodge newsletter;
- those who work to keep our members happy.

## **STRATEGIES ON** **RETENTION**

- **BE POSITIVE!** Make sure that each member feels welcome in the Lodge.
- Vision on the part of the board of officers is vital. You've got to constantly look ahead and look out for the welfare of your members. Harrison, MI Lodge 2235, for example, had about 25 members who regularly traveled about 22 miles one way to play handball in a league that they had created. When the addition to the Lodge was in the planning stage, one creative, observant, perceptive officer -- after having asked a member "Where are you going?" and having received the answer "To (a city 22 miles away) to play handball!" -- decided then and there to investigate the feasibility of building a handball court as part of the new addition to the Lodge. The result was both a handball court, an indoor archery court, and two indoor horseshoe pits! **V-I-S-I-O-N!**
  - Get that new member active!
  - Get the new member active by telephoning him with a specific invitation to a Lodge event. And follow up on that call! Inquire if he attended, whether he had a good time, and whether he had brought anyone with him to get that person's response.
  - Just the simple act of getting a member into the Lodge twice a month is important. Give each member a reason to come to the Lodge twice a month.
  - Training Programs for Officers and Committeemen are vital to the health of every Lodge. International, State, and District training programs are available in many areas, but Lodge administrators must hold their own sessions with both officers,

**BE POSITIVE!**

**BE POSITIVE!**

**BE POSITIVE!**

**Your Board of Officers must have a vision about the future of your Lodge -- this year, the next, and even five years from now!**

To retain your members, new and old, you must not follow a personal agenda; you must be following the "Moose agenda.!"



# I WANT TO BE WANTED! DON'T YOU?

**“I wanna be  
loved” goes an  
old song lyric . . .**

Well, you don't have  
to supply love, but you can  
create an atmosphere in  
which your members feel

WELCOME

WANTED

APPRECIATED

USEFUL

EXCITED!



committeemen and employees, and these sessions should always include the concepts of the “friendliest place in town”!

- Administrators must be the responsible agents for educating boards of officers. Administrators are “always” there; they know everything! Board members change and often are truly ignorant of many aspects of the Moose program and the operation of the Lodge. Instead of complaining about their ignorance, administrators first should have attended proper training schools themselves so that they can educate their boards and committeemen.

- Boards of Officers should listen to the ideas of others. There are all kinds of smart people who belong to Moose Lodges!

- Board of Officers would do well to have periodic brainstorming/“bitching” sessions to clear the air and to produce new, exciting programs for the Lodge.

- To have an effective program which will see people renewing their memberships year after year, you have to have harmony in the Lodge and among the Board of Officers. An officer with his own agenda, an officer who delights in sitting at the bar and running down the Lodge needs counseling and subsequent replacement.

- Promote the concept that merit, not seniority is the rule at your Lodge.

- To retain your membership, you must have the Lodge open for business to accommodate the membership. Perhaps you'd like Sunday's off in the summer months and would close your Lodge, but what of your members?

- To retain your members, you have to have consistency throughout the Lodge operation. Members want to know what to expect in every sense.

- Be sure that your Membership Committeemen -- all five of them, at least -- truly function as a Membership Committee.

- **ACTIVITIES! ACTIVITIES! ACTIVITIES!** Activities give people a reason to come to the Lodge! You've got to do things with your membership--it's the best public relations effort!

- Members want to feel wanted. They must be involved. Officers and committee chairmen must not try to do everything themselves. Give volunteers a chance to work. Don't take their names and never call them, or when they show up for an event for which they've volunteered, don't fail to assign them a task. Remember, a volunteer has a share in the Lodge. For example, one good practice is a “Gifts for



Volunteers” program. Everytime a person volunteers, his name goes into a hat. At a weekly drawing, the winning volunteer gets a gift.

- The Junior Governor plays a vital role when he functions as the primary person attentive to the “Sickness and Distress” list. To retain members -- both men and women --you must be attentive to their times of need, whether you’re talking personal illness or when a member has a death in the family or when a member has lost a job or is about to experience a great lay-off. Being attentive to sickness and distress pays great dividends.



- Create atmospheres frequently. Theme days, weeks, or months are received well by members. Consider Hawaiian Days, Carribbean Days, Country/Western Nights, ‘50’s, ‘60’s, or ‘70’s Nights, Italian Feasts, Octoberfests, as examples. But make sure that you create a BUDGET for each event and put the burden on your members to make such an event work. Let them create the atmosphere and work the events. Most likely, since they want the event to succeed, they will assure a friendly environment.

- To retain members, COMMUNICATIONS are vital. The Lodge must advertise in every way, including the Lodge publication and the local newspaper (and do it well in advance -- two to four months or weeks or whatever, depending on the event).

- Create excitement within the Lodge itself with more than decorations. Employees, as well as the officers and committeemen, should be encouraged to dress for the occasion.

- Insist on the fraternity’s precept of P.A.P., only this time, let P.A.P. stand for “Positive, Attitude, Please!”

- Listen to the concerns of your members. No matter how petty a complaint seems to be, it is important to the member and may determine whether he renews his membership.

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COMMITTEEMAN NUMBER FOUR becomes sub-chairman of Membership Recognition. What does this area imply, and what strategies exist to assure that the Lodge is the “friendliest place in town”? Let’s investigate.

## MEMBERSHIP RECOGNITION

**YOU MUST REWARD  
PERFORMANCE . . .  
STEADFASTNESS . . .  
LOYALTY!**

**Do you know for  
sure that your  
Lodge nominates a  
“Moose of the  
Year” every year?**

It begins here: if you don’t recognize a Moose of the Year, then your Lodge recognizes only the in-crowd --the select few--who govern. The result: you don’t really have a Moose Lodge!



## THE PREFERRED MEMBER PARTY IN MAY SETS THE TONE FOR NEXT YEAR!

**Recognition doesn't cost much. A simple "Thank You" is the cheapest, yet least used form of remuneration. Say it! Often!**

Yes, it will take a little effort to make your Lodge "The Friendliest Place In Town."

It's worth it!

\_\_\_\_\_ This area is perhaps the step-child-area because throughout the fraternity, many Lodges receive members properly, they promote membership campaigns and they work to improve the retention of members; and yet, they still end up with an unsuccessful program because they failed to do one thing: **RECOGNIZE!**

Did you know that only about 5% of Lodge members take the time to sponsor a member during any year. The other 95% sponsor none! **Why, then, do Lodges not take the steps to recognize the 5% -- the "Doers" -- of the Lodges?**

In his presentation at Minneapolis during the 87th International Convention, Director of Membership Mr. William B. Airey suggested several approaches to "Recognition." For example, whenever possible, the Lodge should have a "Preferred-Member Night" each week. During this evening, those members present, who have participated in the current campaign, receive special recognition, and special treatment -- perhaps a discount off their dining room bill. In May each year, Lodges are requested to conduct a Preferred-Member Party, and only those members of the Lodge who sponsored at least one member during the previous year are invited.

You know, most sponsors do not ask for anything in return, but they all enjoy seeing their names on the Preferred-Member list, or having it announced during a band-break, or receiving complimentary tickets to a dinner at the Lodge, or seeing their names in the Lodge publication. Many levels of recognition cost the Lodge nothing.

### STRATEGIES ON RECOGNITION

- Volunteers are the life's blood of every Lodge. You must develop different ways to show your appreciation for their effort. You might give a volunteer a ticket each time he volunteers and hold monthly drawings for a prize, for example.

- New members must be encouraged to return to the Lodge. Calling them within two weeks of their enrolling to invite them to a specific Lodge activity is a primary way to get them back. But you must invite them to a specific area for that activity so that you might recognize them as new members.

- The greatest form of



recognition is to remember a person's name. Enough said?

• It is the responsibility of the Board of Officers of every Lodge to assure that they make all members feel that they are important volunteer workers for that Lodge and then to create ways to recognize that volunteer effort.

• So much of the success of a Lodge depends on attitude: if you feel good about yourself, others will be affected by it. That attitude might be expressed in this manner: "It's not what you can give me; rather, it's what you can do for others."

• USE YOUR RITUAL STAFF. Since the Ritual Staff plays such a vital role in the enrollment of new members and since they spend so many hours of their lives perfecting those roles which they exemplify, then you need to reward them at every opportunity. Why not have an enrollment in their honor in which you bring in another outstanding Ritual Team from another Lodge? Why not use ritualists as greeters and minglers on enrollment night? These men are obviously outgoing, gregarious, personable men!

• When you learn of the talents of your members, then you are foolish not to take advantage of those talents. A talented person likes to have his ability recognized. It's a great form of flattery!

• Community recognition is important as well. You need to be visible with your programs. A good public relations person can help the Lodge greatly in this area.

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Brother Governor, are you beginning to see the importance of your chairmanship decisions? And Brother Administrator, you've got an important role to play here as well: you have to help Brother Governor with his choices because YOU, of all people at the Lodge, know the truly qualified people.

The Membership Chairman and his sub-committee chairmen need to communicate regularly with the Board of Officers. Boards of Officers need to make the report from these five Membership Committeemen a regular item on their agenda.

The Membership Committeemen need a budget for membership promotion.

The Membership Committeemen need to seek training at membership seminars; they need to attend special leadership sessions; they need to attend all meetings of the Lodge, the District, the State, the Moose Legion, the International Convention. Any Lodge money spent on these five men should bring back much more in value.

Well, Brother Governor, if you have appointed a Membership Chairman who understands the proper structure of the Membership Committee and who, with your help, has selected the other four members to help him get the job done successfully; and if these five people have the enthusiasm and dedication necessary to strengthen the membership rolls of your Lodge, then **you can begin to see a fraternal year filled with many, many stories of accomplishment and success!** Furthermore, in the process, your Lodge

# How To Find The Proper Committee Chairmen

**You've got to be creative to find the right chairman for the right committee!**

When it comes to recruiting fellow Moose members, you have seen the special characteristics of the chairman for that job. To recruit the right chairmen, you've got first to identify the special characteristics for the committee; then you look for a source for such committeemen.

**Utilize so-called “waste space” for special, creative areas.**

**“Since we can’t afford a remodeling program, what can we do?”**

**Don’t have a kid’s room? Can’t afford to build on a kid’s room? -- Not to worry!**

**One answer is simply to take an unused corner (maybe 25 square feet); put in some scatter-rugs; add a small table and book case to hold puzzles, crayons, books and toys; throw in a used TV, and you’ve got a great kid’s area!**

will have become the

## **FRIENDLIEST PLACE IN TOWN!**

### **USING AN OTHERWISE WASTED SPACE IN YOUR LODGE**

Some Thursday, Friday, or Saturday evening -- when your Lodge’s Social Quarters is nearly vacant and you are wondering where people are -- jump into your car and drive around your area, looking for places where the people could be: T. G. I. Fridays, Chilli’s, Ruby Tuesday, Applebee’s, B.W. 3’s. When you find one such establishment with many cars in the parking lot, you should park and go in to see what has attracted the customers.

What you’ll find in this kind of self-proclaimed neighborhood grill and bar and/or sports bar is warmth, friendliness, and informality. You’ll see all sorts of memorabilia on the walls at the entrance and oftentimes in the establishment itself. This memorabilia come from a local high school, yearbook pictures, athletic jerseys, team photographs and stories about championship years, and so on -- you get the picture!

Or there will be old time decorations--stuff that came from some grandma’s attic, stuff like old Tiffany lamps, license plates from various states, and street signs with clever names, sheet music with old-time, catchy titles, and pictures galore of Marilyn Monroe or Elvis or Jack Kennedy and his clan or Roosevelt and Truman.

Are you getting an idea?

One Ohio Lodge had a waste area between its bar and Social Quarters and its Lodge hall (By the way, the bar and the bulkhead above it are heart-shaped, with the point heading toward Mooseheart). When a local restaurant went out of business, a restaurant whose theme was local sports nostalgia, this Lodge purchased all the memorabilia for a trifling





sum of money. They plastered the walls of this waste area with the memorabilia, put in a big-screen TV and several high-rise tables and high-rise chairs, and advertised the daylight out of it, proclaiming this area as the “sports mecca” for Sunday afternoons and Monday nights. The result was a huge influx of business from its young adult members who came to stand at the high-rise furniture to enjoy and share the ball games on the big-screen TV. This Lodge’s Board of Officers had come up with an excellent marketing idea!

Nobody knows why we Moose members accept so blatantly phony settings about times that really don’t apply to us, but perhaps it is simply that such settings reflect a wished-for warmth, friendliness and informality of the old “cracker-barrel” times.

The point is that we don’t need to understand the sociological significances; we don’t need to understand the social implications; we don’t need to have a philosopher to point out the humanistic significances. We just know that it seems to work. It’s a natural! There’s a lesson here: whether your Lodge has such a waste area, you need to compete with the local, successful establishments, and we know that such competition begins with the determination to make your Lodge the friendliest place in town.

### **EXPLOITING YOUR TALENT POOL**

Unless you live in a vacuum, your Lodge has a

**A joint Lodge Men/Women Decorating Committee could produce some great decorations -- both temporary and permanent**

**If you’ve got a wall that’s about 100 square feet, you’ve got an ideal spot for multi-TVs.**

Creating a sports-bar area costs a little -- for a couple of high-rise tables and chairs and four TVs, set to four different sporting events when possible -- but profits in money and in member participation make such expenditure a must!



## Finding New Lodge Officers Is Easy!

**You've got a great talent pool in your Lodge -- your skilled, retirees will welcome the challenge!**

Read pages 18 & 19 for a discussion of the talent pool that is available to every Lodge, no matter the size!



great talent pool, limited only, in part, to your own ingenuity. You have the local state employment office, the local university placement service office, the local athletic boosters club, the local band boosters club, local athletic coaches, local realtors, and local insurance men. Best of all, your Lodge has its Golden Moose members, retirees who have many skills and talents and who, after a few months of retirement, are ready to put those skills and talents back to work on an irregular basis.

Need a new administrator? Visit the university placement service. There are many recent graduates with Master's Degrees in Business Administration who might be interested.

Need an editor? a publicity person? Recruit a local middle or high school English/journalism teacher.

Need that special person for the new role that the Membership Chairman must play? Identify a prospective officer of your Lodge. Recruit him, and offer him a bonus, such as this: "If you get our Lodge's membership quota, we'll send you and your lady all expenses paid to Founder's Day Weekend next October."

Need a Membership Reception sub-committee chairman? Use your Junior Governor. Since he wants a successful year when he is governor, he should want to assure that every member feels welcome. Do this every year!

Need a Membership Recruitment sub-committee chairman? Recruit a 5-Club member from your Lodge. He knows what it is to sign up new members. Getting his 25 Club should be important to him; thus, he has a built-in incentive.

Need a Membership Retention sub-committee chairman? Recruit a Fellow/Pilgrim who is good with a telephone and who is outgoing in personality. Such a person has to have been around awhile and should know the Moose program well.

Need a Membership Recognition sub-committee chairman? Use a Past Governor of your Lodge. Now that he is "out of the picture," so to speak, he of all your members, should be appreciative of the need for recognition. What better person than he to chair this most important sub-committee?

Each March, ask for community service projects from your members via Lodge meetings, newsletters, joint planning sessions. Do the same each quarter for family activities suggestions. From those suggestion should come people who could head them up.

To be sure, you might feel a bit frustrated on completing the reading of this special edition, but once you've

given these ideas some additional thought, we are confident that you can

take them, alter them to fit your Lodge's circumstances, and make them work for you. The result will be that your Lodge will have the reputation for being the "friendliest place in town" and your membership will grow and grow and grow!

Ohio State Director Dwaine Brown has said on many occasions that whenever he has been sent into a troubled Lodge and discovers that the Lodge cannot field a slate of officers, he suspects that this Lodge is probably a one-man show -- either the administrator or the governor thinks and acts as if he IS the Lodge. Such operations are truly limited to the intellects of the person in charge.

If you cannot field a slate of officers, call together some of your past officers and brainstorm your need. For example, thus:

**If you need an administrator**, go to the placement office of the university nearest you. They should be able to recommend several 24-30 year olds with business majors who will be able to step in and run your operation. Remember, an administrator needs to be a business person first; he can be made into a fraternalist with the passage of time.

**If you need a Prelate**, why not contact your local church council and explain that you are seeking a person for that position to provide spiritual guidance that this position requires.

**If you need a Jr. Governor**, look to your local Moose Legion to find those kinds of leadership qualities which his position as a Legionnaire requires that he possesses. Look for the men who are the brains behind any of your Lodge's activities: Who initiates a Super Bowl Party and kicks it off successfully? Who initiates your need for a golf or bowling league? Who shows by his actions his desire to be a fraternalist? The answer is a candidate for that Jr. Governor position.

One additional good source are your Golden Moose members. Use them!

**"No one wants to be an officer" is no longer an acceptable excuse for a Lodge that is dying on the vine!**

**The "old guard" must give way to the "new guard!"**

When a small number of "bar members" control a Lodge operation, it takes only a couple of true fraternalists to "bite the bullet" and fight to get their Lodge back.

In every 100 members, you've got at least five who'll fight to keep their reason for joining.

Find them! They are your officers corps!

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**You, Brother Lodge Officer, have been  
pre-selected as today's **best person****

**in your Lodge . . . to make**

**your Moose**



**Lodge . . .**

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**The Friendliest  
Place In Town!**

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