



Retain: How to Retain Members The Second Step of Membership

What is retention: retaining members is the act of getting them to stay in FCCLA and become active in their chapter.

Why worry about retention: retention is one of the biggest aspects of membership in my opinion. Once you catch the attention of students, you have to keep them into the program or all of your recruitment efforts are over.

Retention Ideas:

- Make sure your members get the information: people are more willing to take part in things if they have all of the information. Once a member partakes in one activity, they see all of the opportunities that they have at their reach.
- Know all of your members personally: make sure that your members see your FCCLA chapter as a family. This way you get to know more people that you wouldn't know otherwise and you become closer of an organization.
- Have other members chair projects: if all of your officers only chair the projects, your members don't think they can reach that point of chairing an event. It is also a good way of introducing them to different leadership opportunities.
- Create fun meetings: if all of your membership meetings are sitting and listening to someone talking, you will have members leaving. Think of different ways to keep your members interested and they will keep coming back for more fun!
- Encourage leadership positions: make all of the leadership opportunities known to your members. By encouraging them to run for chapter, regional, and state office, or peer education teams, they get more information and a greater love for the organization.

