



December 03, 2008

**“I had the greatest
time at the Moose!”**

**an Update of the activities of
Ohio Moose Lodges . . .**

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contained herein for private gain or for
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purposes is strictly prohibited.**

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former Lodge administrator’s take
on how to produce members**

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Club and 25 Club and Higher
Division**



MOOSE Membership

The Lifblood Of Every Lodge

How To Get Them!
How To Keep Them!

Why members are so important

Lodge Officer's Set The Pace!

See Pg. 3

As a former Ohio Administrator there's nothing more important then keeping and finding new members. Below are 3 very important things every lodge should do:

1. Take care of your current members.
2. Don't let any members dues lapse.
3. Sign-up new and former members.

Inside this special report you'll find things you can do to maintain your current members and where to find new ones.

Members Members Members

They are the lifblood of every lodge. No lodge will survive without a continuous effort on the part of the officers and members to keep current members onboard and recruit new ones. If you don't have a membership committee then start one today. If you do have a membership committee have them give a full detailed report at every lodge meeting on what the current lodge membership totals are and what they're doing to keep current members onboard and what they're doing to find new ones. See Pg.2

1

Leads to

2

See Pg. 3

Where to find them

Before you can bring new members in you'll need to know where to find them. After you have a list you'll need to know how to let your prospects know what a great organization the Loyal Order of Moose is and why they would want to join as a member. You'll also need the support of your lodge to make a special sign-up offer to entice your prospects to join. See Pg 2.

Would you like to join?

When Was The Last Time You Asked Someone
To Join Your Lodge?

The Team Approach!

See Pg. 3

Eliminate The Waste Keep Dues Cost Down!

See Pg. 4

How to keep them

This is where the lodge management, officer's, employees and volunteers come into play. If each is doing their job then keeping members becomes a very easy process. There are so many things that go on behind the scenes that go into keeping members. See Pg. 2 for "Keeping them happy".



Recognition

Everyone wants to be recognized for their achievements. Read Pg. 2 on how important recognition is to keeping your members.

By: OSMA
Membership Chairman
JOHN SHERER





Moose Membership

The Lifeblood Of Every Lodge

Pg. 2

Why members are so important

Recognition

If you want members to sponsor new members you'll need to recognize them in as many different ways as you can.

Recognition

The Administrator should personally tell them "GOOD JOB". Thank each of them in front of the lodge members. Put up signs and send them a congratulations on your efforts letter.

Recognition

When you have a contest invite all the new members and their sponsors to a dinner party. Then recognize each and everyone by name and give each one a pin or small gift.

Recognition

Do your officer's and management staff let their employees know when they've done a good job? When was the last time someone told them?

Recognition

Let's not forget to recognize and thank those people who work for no pay. The officer's and our our lodge volunteers.

Let's face it ... every lodge needs as many members as possible if they're going to survive. So, why doesn't every lodge make recruiting and member retention their number 1 priority?

They don't because it's a lot of work. The Admin has so many hats to wear that he doesn't have time and most of the officer's have other jobs or things to do. So, what's the answer? Actually there are 2 answers. 1. You can hire someone part-time or get volunteers to spend several hours a week working on the membership areas. If the lodge can afford it the best way to get control of membership is to hire someone



and make them accountable to the Administrator for their results.

The membership person would process new applications, write receipts and update the LCL daily. Weekly they would monitor the current member list and update them as necessary. Add / delete members and assign numbers as necessary. Start a file on each new member, give to the investigative committee for background checks. Come up with creative ideas on how to attract new and keep current members. Contact former members via letter and phone. Be the lodge goodwill ambassador by helping members to find new members.

Where to find them

One place to find members is by talking with your current members. Ask them if they know someone who would like to save money, enjoy good meals and have fun? Get the names and the addresses of their friends and family and send a letter with the members name on it inviting them out to see how the Moose Lodge could benefit them.

Have your Admin print off a list of dropped members, then go through the list and update the addresses. We found a list of 1700 former members and narrowed that down to 450 current names and addresses. We sent 1 letter to those 450 former members and signed up 33 former members. We also signed up most of the people who sell or deliver things to our lodge. How did we do it? We just asked! Are the organizations you're donating money to members of your lodge and are they helping to build your membership?

Keeping them happy

Keep all your members happy by being the friendliest place in town! Your employee attitudes reflect on how well your lodge is run. Show members a nice time with excellent service, reasonable food and drink prices, a friendly atmosphere and lots of new, exciting and different opportunities they can enjoy every week at their lodge. Make every member feel they are important to the continued success of the lodge. Because they are! Happy members will sponsor new members. **HAVE AN IDEA FOR A NEW MEMBER PROMOTION?**



See pg. 4



Moose Membership



Pg. 3

The Lifeblood Of Every Lodge

Lodge Officer's Set The Pace

Finding new members and keeping old members onboard starts and ends with our officer's. Ultimately the Administrator is the one that membership issues center around, but he must have the cooperation of the lodge officers to make member finding and retention work.

The officers should hold a special meeting dedicated to the topic of membership only. This meeting should be held as a dual meeting with the Chapter if you have one. Appoint 1 lodge officer and 1 chapter officer as co-chairman. Each co-chair will pick 2 lodge members and 2 chapter members to work with them on the "Membership Committee."



The membership committee could meet twice a month until all membership recruiting plans are in place.

Then they could meet once a month thereafter. Each chair person will report activities and results once a month to the members at the lodge and chapter meetings. Notes should be kept at member meetings and given to the Administrator / Recorder or office staff for typing and filing. See page 4 for where to find new members and how to get them to join your lodge.

Every thing the member committee does will require the cooperation of the lodge / chapter officers if it's going to be successful.

1
Leads To
2

When you set up a membership promotion do it in a way that the new members will help to build your membership too.

Once a new member joins be sure they know how the current member contest works so they can immediately take advantage of it.

We don't know who those new members know. In most cases new members want to bring friends and family in right away, but they don't understand how sponsoring works so they hesitate.

Help them out by having someone explain to them how the contest works and how it will benefit them to sponsor new members right away. 1 new member can easily lead to 2 new members if your new members know the rules.

The Team Approach

We all need to be reminded every now and then that in business it's not about you. It's about us and we as in TEAM. At every lodge it's about the numbers and the more numbers (members) we have the stronger our lodge becomes. It's never about I or ME. If you take a team approach to your recruiting efforts you will find that the bigger the team the better your recruiting results will be. Finding former and new members and getting them to join can be as much fun for a lodge as anything you do. Create excitement about doing it and have fun with it. Get your members to work together as a team and you will see your membership numbers skyrocket. One person working alone is not going to make it happen, but if you get 100 members working together you'll find new members joining each and every day of the year.

Give Them A Reason

All members need to have reasons to join or stay on as a current member. Give them lots of reasons. It could be your lodge is friendly, has good food, A1 service, great employees, lots of week day activities and drawings. A special dinner or lodge party at a reduced price with music or some other form of weekend entertainment. See page 4 for some ideas that you might cash in on and won't cost the lodge an arm and a leg to do and just might help keep your members happy and onboard.





Moose Membership

The Lifeblood Of Every Lodge

Pg. 4

Eliminate the waste

Look around your lodge and see how much waste is taking place and then have a lodge meeting and discuss all the things you can do to eliminate it. Don't be ridiculous and cut out things that are insignificant or things that are making you money. Just those things that cost the lodge money. Use the below savings to raise money which will give your lodge the funds to promote membership.

- | | |
|---|--|
| 1. Over staffing | 14. Take advantage of buying discounts |
| 2. Better scheduling of staff | 15. Check inside and outside for ways to save on energy. |
| 3. Over pouring of drinks | 16. Join BWC through a private company |
| 4. Portions of food | 17. Is your lodge on a gas and electric economy plan? |
| 5. Lights all turned on | |
| 6. Heat/AC is cranked up | |
| 7. Water running | |
| 8. Too many employee breaks | |
| 9. No one rotating stock | |
| 10. Employee food and drink pilferage | |
| 11. High cost entertainment | |
| 12. Employees or contractors doing jobs that officers or volunteers could be doing for free | |
| 13. Bar and kitchen weekly inventories | |

Keep dues cost down

Eliminating waste will really help to keep your dues cost down. Here are some other things you could do to help keep your dues cost down. Take a good look at how much staff you have. If you're under staffed that's going to hurt you as much as being over staffed. Being under staffed leads to poor service and unhappy employees and that leads to upset members looking for another club to join. Being over staffed has the opposite effect in that your wasting lodge money by having people standing around trying to look busy. Get together with your management staff and get the right employee mix for your lodge. Best way to save money in any lodge is to have the officer's or volunteers do all the repairs, mowing, snow removal and other things that you just need a body to make it happen. Find active/working officers who will help you find working volunteers and help cut your labor cost which will let you keep your dues cost where they are.

Many lodges have already raised dues cost, but if yours hasn't then consider trying some of the ideas listed on these pages. Why not cut cost by eliminating waste and by focusing on finding new and former members to join and enjoy your lodge?



Do you have an **IDEA** for a membership promotion our lodges can use?

E-MAIL IT TO:
dbrown@mooseintl.org

Members everywhere

You can literally find new members everywhere possible. Here's a small list of things to do and places to find them.

1. Have your Club Administrator and your Chapter Recorder print off a list of every inactive member on the LCL and give that list to the Membership Chair person for each group. The chair person would then recruit a couple of people to help them go through those list and update every address on the list. When done have the Administrator / Recorder update the LCL and then print a new list off of all the updated names and addresses. Next get together with the lodge officers and come up with a "knock your socks off" membership campaign so that all those former members won't be able to say no. Then send them each a personal letter with all the details. Make it urgent with a deadline. Hand write the envelope, salutation and sign it. Give them Moose Bucks, gasoline, food a free massage, free groceries, drinks or coupons and a bonus of an extra years free membership if they bring a new member in with them.
2. Review the phone book and see how many names you can come up with of people who might want to join.
3. How about people you work with, go to church with, neighbors or bowling buddies.
4. Ask your current members to give you a list of 5 names of people they think might be willing join, then send them a letter from that member on Moose stationery with a special offer for them to join now.
5. Run contest for a month or two every 3 or 4 months.
6. Let members know there are times when they can win a prize from the lodge, from the OSMA and from Moose International. That's 3 rewards for sponsoring one (1) person.

It's a bad economy

No one will sign up now because it's a bad economy and they don't have money for stuff like this.

Talk about a negative attitude. People always have time for what we offer. Our lodges offer fun, comradely, satisfaction in doing, giving and helping others. There's never a lack of things to do here. All our members have to do is take advantage of them.

The bad economy is NEVER an excuse for not sponsoring members. Where else can someone go in your town and drink or eat cheaper than the Moose? Where can they go and get free entertainment every weekend? How many places can you spend a quarter to sign a daily book and WIN \$1,000? The opportunities at your local Moose Lodge are endless.

Do you know the only time any business can really gain a bigger share of the market or in our case a bigger share of the local membership? It's right now! During a recession or whatever this is were going through. Right now is when every member in all those other clubs is looking around for the best deals. They still want to do things so those clubs that are cutting back are cutting their throats too. You see people are still going to go out and enjoy themselves, but they are only going to go to the places where they feel their membership counts for something and where they are treated with respect and recognized when they do something good.

So, now right now is the absolute best time to gain member share in your town. Promote your special events and recruit, as a team, lots of new and former members.



This child has a great **future** ahead of him... because of **YOU!**



Matthew, 9 yrs., Alabama

Your continued support and generous donations allow Moose Charities to provide the necessary resources for the good works of Moosheart, the Child City and Mooshaven, the City of Contentment.

Funding opportunities and Recognition programs:

- Gimme 5
- League of Guardians
- Campbells Soup
- Coke Rewards
- Endowment Fund Club
- Commemorative Gift Program
- Recognition of Giving
- Workplace Giving
- General Mills
- Food Lion
- Matching Gifts
- James J. Davis Society
- Defending Circle Society



For more information, please visit www.mooscharities.org, call (630)966-2200 or email questions to request@mooscharities.org



gimme five!



TARGET.



IN REFERENCE TO THE PREVIOUS PAGE, let us share this with you . . .

A little girl named Tess went to her bedroom and pulled a glass jelly jar from its hiding place in the closet. She poured the change out on the floor and counted it carefully. Three times, even! The total had to be exactly perfect. No chance here for mistakes.

Carefully placing the coins back in the jar and twisting on the cap, she slipped out the back door and made her way six blocks to the CVS Drug Store.

She waited patiently for the pharmacist to give her some attention, but he was too busy as this moment. Tess twisted her feet to make a scuffling noise. Nothing. She cleared her throat with the most disgusting sound she could muster. No good! Finally she took a quarter from her jar and banged it on the glass counter. That did it!

“And what do you want?” the pharmacist asked in an annoyed tone of voice. “I’m talking here to my brother from Chicago whom I haven’t seen in ages,” he said, without waiting for a reply to his question.

“Well, I want to talk to you about my brother,” Tess answered back in the same annoyed tone. “He’s really, really sick. . . , and I want to buy a miracle.”

“I beg your pardon?” said the pharmacist.

“His name is Andrew and he has something bad growing inside his head and my Daddy says only a miracle can save him now. So how much does a miracle cost?”

“We don’t sell miracles here, little girl. I’m sorry, but I can’t help you,” the pharmacist said, softening a little.

“Listen, I have the money to pay for it. If it isn’t enough, I will get the rest. Just tell me how much it costs!”

The pharmacist’s brother, a well dressed man, stooped down and asked the lit-

tle girl, “What kind of a miracle does your brother need?”

“I don’t know,” Tess replied, her eyes welling up. “I just know he’s really sick and Mommy says he needs an operation, but my Daddy can’t pay for it; so I want to use my money.”

“How much do you have?” asked the man from Chicago.

“One dollar and eleven cents,” Tess answered barely audibly. “And it’s all the money I have, but I can get some more if I need to!”

“Well, what a coincidence,” smiled the man. “A dollar and eleven cents--the exact price of a miracle for little brothers!”

He took her money in one hand and with the other hand, he grasped her mitten and said, “Take me to where you live. I want to see your brother and meet your parents. Let’s see if I have the miracle you need.”

That well dressed man was Dr. Carlton Armstrong, a surgeon, specializing in neurosurgery. The operation was completed free of charge, and it wasn’t long until Andrew was home again and doing well.

Mom and Dad were happily talking about the chain of events that had led them to this place. “That surgery,” Tess’ Mom whispered, “was a real miracle. I wonder how much it would have cost?”

Tess smiled. She knew exactly how much a miracle cost -- one dollar and eleven cents -- plus the faith of a little child.

In our lives, we never know how many miracles we will need. And we know that a miracle is not the suspension of natural law, but the operation of a higher law.

Your contributions to Moose Charities produce these kinds of miracles every day!



A Brief Summary of the “Bringing’ Home the Bacon” Conference in Las Vegas

The focus of the conference was “Customer Service,” which stressed the importance of keeping Moose customers (members happy and keeping them returning to the lodges. Moose International has come up with a different statement of its philosophy for all lodges and chapters, one called “The Fish Philosophy.”

“The Fish Philosophy” goes like this:

- **PLAY** -- Have Fun! It isn’t fun, why do it? (sounds like a comment made frequently on this site, eh?). Since there are so many ways to have fun, just put on your thinking caps and run with it! Prime advice: Be friendly, be happy, and have fun!

- **MAKE THEIR DAY** -- While people may forget what you say, they will never forget how you’ve made them feel. To illustrate, think of a time when someone has made your day. What did that person do? How did you feel? Next question: Have you ever made someone else’s day? How did you feel when that happened? Customer service is about treating others as you would like to be treated.

- **BE THERE** -- Body and mind should be in the same place. Be there for EVERY customer. Communicate and Listen. It is impossible to overestimate the

immense need that humans have to be listened to, to be understood, and to be taken seriously. The lesson here is to listen closely and communicate freely and honestly.

- **CHOOSE YOUR ATTITUDE** -- Listen up, folks: You’ve gotta choose where you’re gonna be as soon as you get out of bed. You consciously make that choice every day (Or at least, you ought to!) Try this: Put a sign in your bathroom mirror that states “You’ve got to get up every morning with a smile on your face and show the world all the love in your heart. Then, people are gonna treat you better. You’re gonna find that you’re as beautiful as you feel!

Enthusiasm costs you absolutely nothing and requires no skills. It is yours the moment you choose to embrace this concept.

Grand Chancellor Barb McPherson, promoted the “fishing” concept thusly: Let’s go fishing. We have to lure them in (answer the phone, make that extra call, smile when you answer the phone). Give no ‘fishin’ stories’: Don’t make promises unless you will keep them. Troll for information (listen to your customers); tackle the problem (addressing complaints. Maybe they will, and maybe they won’t, be helpful, even if there’s no immediate profit to it. There is always self-gratification, license to practice, baiting them to return, and hooking them for life, but just keep them coming back!





**Many Men and Women Have
Achieved 5 Club Status
Already Enroute To 25 Club
Status -- Check Out the List**

CENTURY DIVISION

David L Curnell, Pickerington 2321

175 DIVISION

Michael Murphy, Lima 199

400 DIVISION

**Congratulations, Shannon Williams,
Coshocton Chapter 357, for winning the
weekly drawing for sponsoring at least
three members during the "Beyond Belief"
new member drive. Enjoy spending your
\$200.00 US Bank Visa gift card!**

5 CLUB

**Connie Kuhar, Marion 448
Cheryl Swickard, Pickerington 2180
Dalous L Byrd, Columbus 11
Robert L Schaffer, Columbus 11
John R Brown, Norwood 301
Glenn H Neil, East Palestine 467
William L Cole, Delaware 1167
Gene Jarrell, Sabina 1244**

25 CLUB

**Brenda Moon, Bellefontaine 2228
John L Hill, Coshocton 935**

50 DIVISION

Connie Kuhar, Marion 448

75 DIVISION

**Larry Barnes, Trenton 330
Harold E Mortimore, Indian Lake 1533**

