

Pan-Icarian Brotherhood

Chapter Membership Best Practices

9/19/2015

Membership is the lifeblood of the Pan-Icarian Brotherhood. Fostering and promoting membership begins first and foremost at the local Chapter level. The Supreme Lodge has developed the following list of suggested “best practices” for Chapters to adopt in order to maintain and increase their membership:

1. Make new members feel welcome by sending a welcome letter from the Chapter President and listing benefits of membership.
2. Establish a schedule with regular meetings and events which is provided to all members.
3. Call members prior to meetings and events and emphasize the importance of having members attend.
4. Establish a Chapter Facebook page (and other social media presence, such as Twitter, if desired) and use it to communicate with members and increase awareness of the Chapter’s activities.
5. Introduce and expand email communication as a quick way to distribute information and stay connected to members.
6. Increase member communication to a minimum of 6 times per year.
7. Send 1 to 3 membership renewal notices per year.
8. Provide members with the opportunity to pay membership dues at every Chapter meeting and event.
9. Provide for and accept credit card/debit payments for membership dues.
10. Set deadlines for members to send in their membership dues to the Chapter treasurer.
11. Recognize milestone years of membership (e.g., 5, 10, 20, etc. years of continual membership).
12. Invite members to become involved in specific projects with a clear end date, to accommodate those interested in participating but with limited available time.
13. Consider co-hosting an event with another Chapter in the region.
14. Encourage all members to attend the annual Convention and Grand Banquet.
15. Develop events of interest to younger generations.
 - This includes hosting events aimed at young adults, as well as events aimed at families with small children.
16. Invite younger members to become Chapter officers or join a committee.
17. Encourage members ages 18-35 to attend the Brotherhood’s annual Youth Conference.
 - Pay for additional youth members to attend the Youth Conference beyond what is currently covered by the Supreme Lodge.
 - Pay for additional expenses (e.g., airfare) for youth members to attend the Youth Conference beyond what is currently covered by the Supreme Lodge.