

TO ALL LODGES

# MOOSE

*The Time is Now*

## MEMBERSHIP BUILDING - PROMOTING THE NEW CAMPAIGN:

**NEVER PAY DUES AGAIN!** Our members should be lining up to turn in applications sponsoring new members into our lodges and chapters, but the records indicate they are not. Perhaps it is because we have not promoted the new campaign to the fullest extent of our abilities - I need you to help by immediately doing the following:

1. Post the campaign broadsides and Preferred Member broadsides in the lodge where all members can see them and read them.
2. **STOP THE PRESS** - make certain the new campaign is the lead article in your August or next Lodge Newsletter - this is **BIG** news and the headline should read **NEVER PAY DUES AGAIN!**
3. **UPDATE** your lodge web-site and make certain you are promoting the new campaign and again use the header **NEVER PAY DUES AGAIN!**
4. Explain the campaign to your members and then close the article or web-site listing by asking them to sponsor at least 2 applicants as-soon-as-possible, and then to reach out and join the 5 Club with only 3 more.
5. **MEMBERSHIP CHAIRMAN:** Use your energy and substance to promote this new campaign, here are some suggestions:

- a. **TABLE CARDS** - members are always eager to read while waiting on their food orders.
- b. **BANNERS** - not all that expensive and just think how much attention could be garnished with one like this:

**NEVER PAY DUES AGAIN!**  
**IT'S EASY – ASK FOR DETAILS**

- c. **POSTERS** - place some eye catching posters throughout the lodge - provide contact details for you, any officer and the Administrator.
- d. Make sure you are using a Preferred Members recognition poster and you plan to host an annual dinner, reception, or party for Preferred Members - they deserve to be recognized.
- e. Develop a local campaign - give your members an opportunity to earn or win something at the lodge level every time they sign a new member.

Be able to explain the campaign:

- Sign 1 new member - get the eye catching campaign pin.
- Sign 2 new members - get your dues paid for next year\*
- Sign 5 new members - enroll in the 5 Club - receive the wallet card and window decal and **KNOW** that you are making a difference at Mooseheart as one of the sponsors of the new transport vans.
- Sign 25 new members within 3 years and receive the special edition wrist watch with the 100<sup>th</sup> Anniversary logo of Mooseheart.

\* Moose International pays your dues to the Lodge, Chapter, or Moose Legion - the local unit does not loose any monies or has any cost associated with this promotion. The term “member” includes new and re-enrollee members.

**Let's put the rush on - there's no reason that applications for membership should not be pouring into the lodges - chapters and Moose Legions.**

**NEVER PAY DUES AGAIN!**

Dave Smoot, Regional Manager

