



Florida State Society

The Third (P)lank of Chapter Membership

Retention



Florida State Society

First (P)lank

Prospective Members

Presented Fall Forum 2013

- Attracting Prospective Members – Be friendly!!!!
Welcoming!!!! The first experience with the chapter sets the tone for prospective members, brand new DAR members and transferring members.
- Utilizing the PMD
- Involving Prospectives





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Second (P)lank

Processing Applications and Avoiding Pre-Letters and Have Writtens

Presented State Conference 2014 and Fall Forum 2014

- Discussed simple and correctible mistakes when completing the application and documentation.
- The chapters thriving are helping with the genealogy. Doing the applications. If you are requiring the PM to do their own application, you are operating contrary to DAR policy. **“No one should be handing a prospective member papers and asking them to come back when they are completed.”**
- There are many volunteer genies in Florida ready, willing and able to help you with the genealogy and paperwork.
Use them!



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Third (P)lank - Retaining Members

10,048

- ***We did it!*** We achieved 10,048 members as of the April 5, 2015 Board meeting with 104 Chapters.
- We overtook California. Their membership is **9,929** with 114 Chapters.
- This was truly a team effort! From the Chapter Members, Regents and Registrars to the Volunteer Genies to the State Chapter Development and Revitalization Commission to the State Officers. ***Everyone*** was a part of the team and ***everyone*** worked so hard.



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Third (P)lank - Retaining Members

- We've made it! What next?

Gain! Train! Retain!



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Third (P)lank - Retaining Members

➤ Our Challenges:

- Continue to gain...continue doing everything you have been doing!
- Train...keep learning!!!! And teaching!!!!
- Retain...
 - o In February 2014, Florida had 148 drops.
 - o In December 2014, Florida had 436 resignations.
 - o In February 2015, Florida had 136 drops.



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Third (P)lank - Retaining Members

The Keys to Success

- The Chapter Meeting
- Activities
- Appreciation
- DAR Cares
- Juniors Are Special!
- Training Aids
 - Dues Collection
- Help Is On The Way



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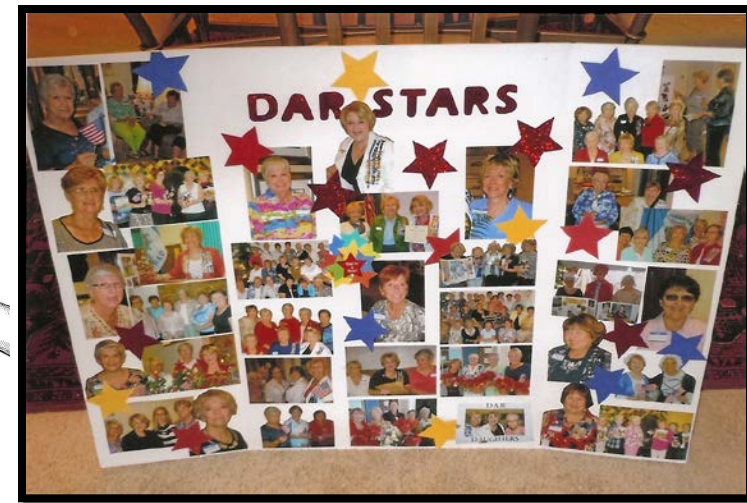
Third (P)lank - Retaining Members

Laying a strong foundation of leadership and guidance relays a message to the membership that this chapter is more than just a monthly business meeting.

It's a friendly gathering of compassionate and caring women who take the time to invest in the overall pursuit of DAR's mission goals of patriotism, education, and historic preservation – and membership is a vital key in attaining these goals.



**Fort San Nicholas Chapter
Jacksonville, Florida**



**John Bartram Chapter
The Villages, Florida**



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Third (P)lank Retaining Members



- Begins with the Welcome Ceremony – *First Impression*
 - Provide a nice welcome packet such as the one provided by the Doctor Susan Anderson Chapter in Colorado
 - Chapter Name and Chapter History
 - Chapter Officers—Not names, what the position does
 - Map of State Chapters
 - Essential Websites for the Informed Daughter
 - National, State and Local Committee Information
 - Juniors and Pages
 - Cameo Club
 - Donation Clubs
 - Guidelines and Information for Purchasing Insignia and Pins, Wearing and Disposal
 - Include the Regent's Personal Welcome Letter and gift such as the DAR pin (Script), DAR magnet, window sticker, notepad, scarf, etc. (or any combination thereof)
 - ***Include transferring members...in many ways, they are new members too!***





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Third (P)lank - Retaining Members

- Encourage New Members (and long-time members) to Watch *The First 30 Days* on the Members Website

<http://www.dar.org/members/committees/national-committees/membership/first-thirty-days>

- Provides the new member with useful information every day for the first month. For example:



- Where to find the PG Blog
- Where to find the State Website
- Links to Hamilton Jewelers, *American Spirit*, etc.



- Host a DAR 101 Workshop by contacting *State Speakers Staff Member Julia Saldivar* or utilizing one of the two on National Website:

<http://www.dar.org/members/committees/commission/chapter-development-and-revitalization/revitalization-resources>



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- First Vice President General Ann Turner Dillon stated that the *main reason women come back to any organization is that they make friends*. Once they become friends, they will want to be together to *serve!*
- **DAR should be FUN!!!!** There are so many volunteer organizations, churches, veterans groups, all competing for time along with families and jobs. If people aren't having fun, they won't come...because of the other demands on our time and lives today. ***Build your friendships***--once new and prospective members become friends, they will want to serve together in a project or on a committee. Friends love to get together! Plant the seeds of fun and watch what will blossom. If members and prospectives are enjoying themselves, they will bring their friends and family members. Always include Prospectives.





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Third (P)lank - Retaining Members

- Volunteering is “people oriented” – that is to say, members attend meetings because they WANT to be there, not because they HAVE to be there. Making meetings **fun** and **interactive**, if only for a few minutes, can make members feel that they want to come again – they certainly don’t want to miss any of the fun next time! While successful chapter regents are organized and manage the time clock well, taking a few minutes to learn about each other creates a team environment and encourages those with similar interests and views to work together.*



Phyllis Blackwell
Family Board
Gainesville Chapter



Bobbie Smith
Tamassee Board
Gainesville Chapter



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Third (P)lank - Retaining Members - The Chapter Meeting

- Chapter Regents shouldn't feel they have to do everything, nor should they want to do so. A good leader starts preparing for her successor the day she becomes Regent. *They should be teaching and training the members to prepare for the next administration.* By involving the members in the chapter activities/committees, the members feel “ownership” of the chapter.
 - **Every** member of the executive board should be striving to get to know the members and new members. Engage in conversation, find out what they like to do. Advise the Regent who will then ask them to get involved. *Get to know them!!!* For example, you find out someone is a teacher, ask her to be a judge for your American History Essay Contest or Scholarship Contest. Perhaps someone is retired military or spouse. Ask them to participate in a veterans or project patriot activity. Start them small...when they like that *and make friends*, move them up to a chairmanship.
 - Some new members want to jump in with both feet, others take some finesse. Getting to know them will gauge how you proceed.
 - When new members are welcomed, either by application or transfer, invite them to share with the chapter how they found you and why they joined your Chapter—where they came from, etc. *Keep it short!*
 - Engage prospective members too.

girlfriends



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Third (P)lank - Retaining Members – The Chapter Meeting

➤ Benefits of Getting to Know Your Members



- They become your friend!
- They might want to lead a program—like the members of the Gainesville Chapter, in the previous slide, who create a poster board and provide programs on their patriots. Or those (like me), who don't know a lot about their patriot (mine was a farmer) choose to do a program on a DAR mission area such as Tamassee.
- They may teach classes on the Constitution and *voila!* You have your Constitution Week speaker.
- They may love to quilt, would want to organize a quilting bee for the chapter to raffle off as a fundraiser.
- As you are getting to know your members, be on the lookout for the next executive board member. Try not to recycle executive board members—except Regent and Vice Regent. Those ideas *need* to be fresh.
- *The possibilities are endless.*



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Third (P)lank - Retaining Members – The Chapter Meeting

- Invite C.A.R. members to a special meeting or invite them to present a program – they are your future members and leaders so involving them now is a great opportunity to establish future ties.
- “Guess Who”: Challenge members to identify a particular member by unique clues about that specific member. The correct winner could receive a small prize.
- Have a “Membership Minute”: collect biographies from your members and compile a Membership Book and let them discuss their biographies briefly at meetings—could include personal, professional and volunteer interests. In the book, include their written submission and add their photo. It’s a great way to treasure your members!
- There’s pride in Juniors! Do you have an outstanding junior? Recognize them at a meeting. Let them know they can Page at state meetings!



Julia Saldivar, Sophia Fleming Chapter
Donna Chapuis-Signor, Caloosahatchee Chapter
Laura Garand, Sallie Harrison Chapter



Juniors
↻



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Third (P)lank - Retaining Members – The Chapter Meeting

- Look for interesting speakers or *have an interactive program!* A great speaker or program will bring members to the meeting. Scout out the free programs at your local library, other lineage societies, historical society or women's club. Review the Florida State Speakers Staff Directory for a list of speakers and their programs.



Cindy Addison,
Sandy Capra &
Gen. Eisenhower



Nancy Stokes
Katie Johnson



Lynn Jenkins, Kristen Hughes, Wanda
Hellman & Mary Kay Montford

**Sophia Fleming Chapter
Orange Park, Florida**



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Third (P)lank - Retaining Members – The Chapter Meeting

- Keep the business portion of the meeting as short as possible, an hour or less.
 - Not every committee needs to report every month. Send a newsletter with the Regent's report, officer reports, committee reports, etc. Or post them to a chapter website—members only.
 - Consider changing your chapter's bylaws to include electronic voting. Voting on prospective members, credentials, *whatever*, can be electronically sent. Eliminates ballots and tellers! Save a tree and report it under Conservation on the Chapter Master Report!
 - Print the Conservation Minute, Chaplain Report, Flag Minute, Indian Minute and place it at every table for the attendees to read.





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Third (P)lank - Retaining Members – The Chapter Meeting

- Evaluate your meeting location, day and time!
 - Do you need to meet in a country club for lunch every month? Some Chapters meet in libraries, women's clubs, senior facilities or church halls. Hostesses provide the food or the Chapter brings potluck.
 - Be sure your State Membership Chair knows exactly where you meet, because the prospective and transferring members *always* want to know. Garcilaso De La Vega Chapter meets at Duffy's in Boynton Beach. Or Halpatiokee Chapter meets at Stuart Yacht Club. Once someone hears where, she usually wants to go there as she knows right where it is.
- Identify your Chapter members' passions and choose a couple of projects that fit with them, i.e. taking pictures of gravestones, cemetery cleanup, crocheting mats for the veterans, etc., etc. You don't have to do everything!
- Establish a telephone committee to contact members who miss a meeting.

This is a great tool because the committee discovers all kinds of information on families, illnesses and deaths. They can then advise the Regent!

- Assign Mentors, Big Sisters or Mother Hens to new members.

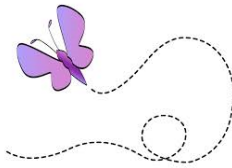




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Third (P)lank - Retaining Members - Activities

- *Chapters flourish just like a garden* – they need lots of TLC and attention. If you nurture your members with time and attention, their roots will grow and deepen. When members feel a connection to their chapter, their ties to the chapter strengthen. Membership blossoms when the garden is well tended to and care is given to everyone.



▪ How?

- o Organize Car Pools for those who can't drive or can't drive at night (car pool everywhere you go...helps build friendships).
- o Have a welcoming party...greeters at the door.
- o Know thy neighbor...have everyone at the same table introduce each other before the meeting starts, get acquainted.
- o Prepare Name Tags...use one kind for prospectives, another for members. Can be as simple as different colors, then they write their names on them.
- o Chapter officers shouldn't just go and sit with the same people. They should "work the room" (except *maybe* the Treasurer and Registrar).
- o Invite new members to participate in the opening ritual...gets them involved early and easily. Ask them to lead the Pledge, the Preamble or the American's Creed.
- o Be sure to notify the Regent (who can then notify the chaplain and chapter of any illnesses/deaths, etc.) Cards, phone calls, etc., mean a lot. Maybe make a meal.





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Third (P)lank - Retaining Members - Activities

- **DAR friendships last a lifetime**—and they start with making friends at the chapter level. The upcoming summer break is long time without a chance to get together. Some ideas to keep in touch, fulfill DAR program areas and keep the friendship garden growing—invite family members too!



- Kick off the DAR Year with a BBQ or Ice Cream Party
- Go Natural: check out a wildlife park or garden and pack a picnic lunch...or go to the beach. (*We are in Florida!*)
- Gather at a local "hot spot" for lunch.





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Third (P)lank - Retaining Members - Activities

- Some other ideas of fun activities...some of the suggestions fall under women's issues for those who are single as *they are included* in activities they may not otherwise be able to attend.
 - Have a "*DAR Girls Night (or Day) Out.*" Gather for dinner and a movie or play, go bowling, play volleyball or tennis. Have a spa day. Go to a museum. Go caroling in local nursing homes (women's issues/veterans), stop for hot cocoa and cookies afterwards.
 - **Car pool**, *car pool*, car pool!!!!



John Bartram Chapter
The Villages, Florida
Patriotic Concert for Vets



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Third (P)lank - Retaining Members - Activities

- Whatever fun your imagination can dream up. *Keep it simple.* Announce the day/time to meet and whoever comes, comes. Many of our members (*and prospectives*) are single or have spouses that don't like to do some of the activities. ***You are only limited by your imagination. Make service projects fun!***

- Encourage attendance at State Meetings or Regents Council Events. Car Pool! Drinks/Cheese!
- Start a DAR walking group (women's issues). Meet once a week and go on a walk or hike. Stop for coffee or a smoothie afterwards. Some Daughters walk the Susan G. Komen walk or run in marathons! How about a DAR team on a Tennis League!



Juniors Lindsey Anderson
& Ariel Batungbacal
5 K
West Florida Chapter



Pensacola Chapter's
Theresa Friday
Rock and Fly Event



- Pensacola Chapter sponsors a Half Marathon/5K Walk
- Have a Chapter card party, Scrabble, Bunco, Uno, etc.
- Address Christmas Cards to service members or veterans patients together at a pre-Christmas party in Sep, Oct or Nov. Wear your Christmas sweater, eat Christmas Cookies, play Christmas Music, and just have fun while addressing.



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Third (P)lank - Retaining Members - Activities

Start a DAR quilting, knitting or crocheting circle. Make helmet liners for troops, lap robes for veterans in nursing homes or Veteran's homes, or plastic mats for homeless veterans.



Puc Puggy Chapter
The Villages, Florida



Fort San Nicholas Chapter
Jacksonville, Florida

Play dress up *anytime*. Puc Puggy Chapter and John Bartram Chapter participated in the Villages Colonial Festival Days (*in the middle of a Florida summer!*) Fort San Nicholas Chapter at a chapter event.



John Bartram
Chapter
The Villages, FL



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Third (P)lank - Retaining Members - Activities

Car Pool to participate in the *Missing in America Project*, *Wreaths Across America* or other *Veteran Activity*. Stop for lunch after the Ceremonies.



Ponte Vedra Chapter - Missing in America Project

REMEMBER THOSE WHO SERVED



ALL GAVE SOME, SOME GAVE ALL



Missing in America Project
Sophia Fleming Chapter

Wreaths
Across
America



Puc Puggy Chapter at Veterans Health Fair



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Third (P)lank - Retaining Members - Activities



Martha Washington
(aka Kay Yarbrough)



Host a Tea Party, *except drink your tea*. If you do it in December, ask everyone to bring a box of tea--any variety and 3-4 dozen Christmas Cookies. Then everyone exchanges tea bags and cookies. Doesn't have to be in a formal meeting setting. Hot water will be provided! Invite reenactors for authenticity!



George & Martha having tea with Puc Puggy Chapter



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Third (P)lank - Retaining Members - Activities



Carnival Liberty



Sophia Fleming Chapter
& HODARs

Go on a chapter cruise. As with the girls day/night out, many members and prospectives are single or husbands don't like to travel. They can share cabins; if enough people go, you can get a group rate. Include families too. Summer boasts the lowest prices—and school is out.



Castillo San Felipe del Morro
San Juan, Puerto Rico
American History

Grand Turk Pristine Water
Conservation



Friendship 7 Splashdown
American History





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Third (P)lank - Retaining Members - Activities

Organize A Chapter Cameo Club

All grandmas, moms and daughters go out to a lunch at a local restaurant. Or have a potluck at someone's home, backyard, library meeting room, etc. Some States include sisters, aunts and cousins...*whatever* that familial connection to DAR.





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Third (P)lank - Retaining Members - Activities

Host an Yearly Supplemental Party

Invite anyone in your chapter who has had a supplemental approved during the preceding year.

- The Executive Board would provide the munchies or go to a restaurant for a no host meal. (Looks like a *very* nice restaurant! Who doesn't like to go out to dinner!!!!)
- Supplementals are very important because they open up new lines for new members. Share ideas and challenges in your genealogical research.
- This genius idea was the **Gainesville Chapter**. It started in 2010, when Linda Williams did the papers for an older member with a new patriot. Jokingly told her that if this gets approved, we'll go to dinner to celebrate. It got approved, and she thought, hmmm, maybe the Daughters who had a supplemental verified could also come. They've had as many as 18 in one year, and one Daughter decided to try to submit a supplemental so she could attend the party.



Gainesville Chapter



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*Third (P)lank - Retaining Members - **Appreciation***

Honor and Cherish Long-Term Members

- *Talk about Member Retention!!!!* Ladies who are members as long as these ladies **deserve** to be recognized! Have fun! ***Have a party!*** It means a lot to them—and their families, daughters, granddaughters, nieces, etc.



Carolyn Day Pfohl
70 Year Member
Jacksonville Chapter



Valencia Thomas Deas
68 Year Member
Ocala Chapter



Florence Novinger Davis
70 Year Member
Jacksonville Chapter



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*Third (P)lank - Retaining Members - **Appreciation***

APPRECIATION—IT'S FOR EVERYONE

➤ *Find ways to show appreciation to your members at a chapter meeting.*

- If people have sacrificed to assist at a chapter event. Give them a Certificate of Appreciation, presented at a chapter meeting.
- Give a Certificate of Appreciation to committee chairs at the end of term.
- Pick a *Dazzling Daughter* a couple times per year. Someone, not an executive board member, who has gone over and above to help the chapter. Present her with flowers at a meeting.
- If a member has contributed greatly to the community, honor them with a Community Service Award.

Dazzling

Ashley Strickland, Malivai
Washington Kids Foundation
Awardee Sherry Murray
& Kathy Marsh
Sophia Fleming Chapter
Orange Park, Florida





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*Third (P)lank - Retaining Members – **Appreciation***

Someone who is 105 years old deserves *appreciation* and a great big birthday party!

The Ocala Chapter's **Roberta Dorsey Collar** celebrated her 105th Birthday in September. *And...Roberta became a 40-year member on January 31st. And...All the dignitaries come to see you!*





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Third (P)lank - Retaining Members

DAR Cares!

Members have a life outside of DAR. Sometimes members are restricted to stay home due to health and family issues. Please be sure to respect a members' privacy, but also let them know the chapter supports them. Sometimes, members professional work requires that they travel or they may have a meeting conflict. A member may only be able to attend 1-2 meetings a year, but that does not mean she is less valued. ***Every member is valuable and should be made to feel that she is!***

- At meetings, report on someone who might need a prayer—even a handout on the table.
- At chapter meetings, assist those who are elderly or may need a hand!
- Update contact information regularly so members can stay in touch.
- If a member is hospitalized, make arrangements with a member to visit!

Prospectives too!

- Prepare a meal for someone who may not be able or have time to cook. Members appreciate thoughtfulness and support!
- Smile, always! Spread the warmth of friendship!





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Third (P)lank - Retaining Members



DAR Cares!



LTC Ariel Batungbacal & Lindsey Anderson
West Florida Chapter

- Junior members cannot always attend because of work or school – *don't forget them!!!* Encourage them to participate in activities they can do from home, i.e. collecting box tops and labels for DAR Schools or participating in the source document project for Genealogy Preservation.
- Is a member or her husband, son or grandson serving in the military far from home. Prepare chapter care packages, cards, notes, cookies, munchies, etc. Not just for Christmas!
- Keep members in mind who are ill or suffering. Cheer up their day with a call or a card to let them know the chapter cares. It doesn't always have to be only the Chaplain.
- Contact elderly members who haven't been able to attend meetings/activities or are restricted to a nursing home. Have all members sign a "Missing You" or "Thinking of You" card at a meeting to be mailed or hand delivered with a small bouquet of flowers!



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Third (P)lank - Retaining Members – Juniors

Strategies to gain/retain Junior Members – same principles apply.

Encourage Friendships!



- Feature your Junior members *prominently* in your chapter brochure.
- Engage them at chapter meetings. If the State Regent is coming, ask them to “*man*” her bling table. Ask one to “*page*” while she is at your meeting.
- Recognize their efforts at meetings, paging, etc.
- Offer executive board or committee chair positions.
- Can you utilize them for a chapter website or social media?
- Ask the Junior Shoppe to visit a chapter meeting.
- Organize a Junior Night Out.



Christine Bevc, Erin Bell,
Delaney Dance Daley &
Laura Garand
Sallie Harrison Chapter
K.I.S.S. Project



Ariel Batungbacal &
Lindsey Anderson
West Florida Chapter



Megann Brauer, Rachel Espinosa, Kate Trimble,
Lynn Morse, Courtney Strollo
Lighthouse Point Chapter
Junior Night Out



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Third (P)lank - Retaining Members – Juniors

Strategies to retain Junior Members – same principles apply.

Encourage Friendships! Get together!

- Organize a pool party for Juniors. Provide appetizers and soda for a fun day (or night).
- Take your kids (nieces, nephews, little sisters and brothers, neighbors) to the zoo day or water park or amusement park.
- Have a family (sisters, BODARS...boyfriends of DAR, etc.) beach day or a picnic day at a local park. Swim, play games, have a water balloon fight.
- Gather to root on the *home team* in the upcoming football season--families too. College or NFL.



West Florida Chapter

Kiley Moore, Ariel Batungbacal
Amanda Stone & Lindsey Anderson



Madison Coffee
Halpatiokee Chapter

Sarah O'Connor, Lynn Morse, Kaitlyn Matyskiel
Lighthouse Point Chapter



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Third (P)lank - Retaining Members – Juniors

Strategies to retain Junior Members – same principles apply.

Encourage Friendships! Lifelong Friendships!

➤ Once a Junior, always a Junior; once a Page, always a Page.

Semper Fi!

- *These “Pages” served the Juniors at the Lighthouse Point Chapter Junior Meeting.*



Pam Smith-Gondek, Kristin Foret,
Kriss Barclay, Cyndi Symanek and
Kim Zeman

Lighthouse Point Chapter





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Third (P)lank - Retaining Members – Train

Useful Training Aids

- See Slide 10 for new member training aids.
- The DAR Webinars are excellent sources of information and training for every member. Here you will find the Handbook, Chapter Regent's Manual and the Webinar archives.

<http://www.dar.org/members/committees/standing-committees/dar-leadership-training/committee-overview>

- Debbie Duay's Website is a lot more than genealogy! Check out the 3 P's of Chapter Health and Registrar information.

<http://www.learnwebskills.com/lineage/index.htm>

- Excellent committee information is posted to the NSDAR Committee page. These pages are there for review by every member to see what is of interest.

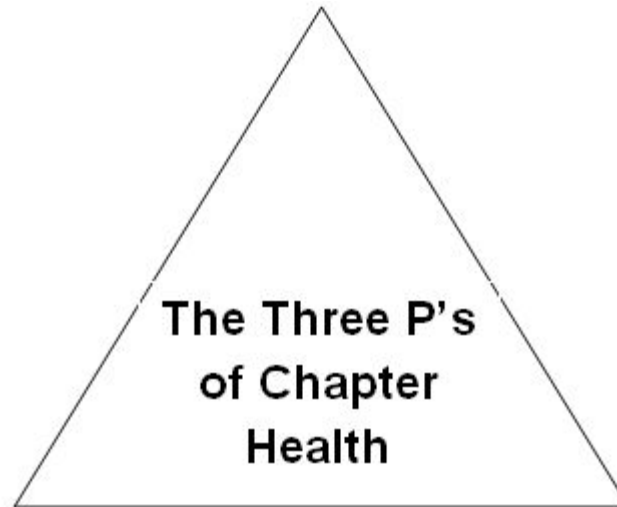
<http://www.dar.org/members/committees>



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Third (P)lank - Retaining Members - Train

Planning for the Next Administration



Prospective Members
Moving through the Process

Participation at
Meetings or Events

By Debbie Duay



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Third (P)lank - Retaining Members – Train

Dues Collection

➤ *Dues Collection is part of Membership Retention*

- Definitely the least fun job for the Regent and Treasurer.
- Start collecting **EARLY**.
- Treasurer starts with emails to non-payers for a couple of months.
- Follows up with Registered letter.
- Regent begins calls.
 - Explain the good works the dues provide, i.e. if you're talking to a teacher, tell them about educational project the Chapter supports; if you're talking to a military-connected Daughter, talk about Veteran's Projects and Project Patriot...***KNOW YOUR MEMBERSHIP!***
 - Electronic voting, collecting Box Tops/Labels and other emails can enable the less active Members to feel more involved.
- It may take several calls from the Regent.
 - My last year as Regent, the chapter treasurer and I had 100% Retention, approximately 125 members, in town and out-of-town.





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Third (P)lank - Retaining Members - Help

- If your chapter is losing members and not gaining, ***you need to face it to fix it.*** All chapter regents should look at the count trend analysis report in emembership—**at least weekly.** This report will indicate the health of your chapter. Don't excuse the numbers away until it's too late to recover.
- Take a critical look at your practices.
 - Ask newer members what they like/dislike about the chapter.
 - If someone resigns/drops, ask why.
 - Reread this program, you'll be able to download a copy next week from the FSSDAR members website. Or email me.
 - Contact your Florida State Chapter Development and Revitalization Commission for help.

Every chapter is valuable! Every chapter is important!



Florida State Society

Third (P)lank - Retaining Members

Questions?

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