

INTRODUCTION

Being in charge of membership growth and retention, the vice president holds a critical position in the local lodge. The focus of the position is to innovate and nurture lodge recruitment campaigns and strategies, as well as help devise programming which encourages current members to stay active in Sons of Norway. Growth in membership produces new talent, ideas and volunteers, as well as enhances the lodge's ability to raise funds, to gain visibility and to be a positive force within its community.

The vice president should also be prepared to replace the lodge president in the event that he or she is unable to perform his or her duties.

RESPONSIBILITIES

Utilize the Membership Report

On the second of the month, a membership report is sent by email to the vice president and membership or financial secretary (paper copies are sent later to those who have requested a hardcopy copy). These reports note lodge membership activity during the previous month, including renewing members, address changes, members who are past due, those who have been cancelled and suspended, new members, members who transferred into the lodge, deaths, heritage members turning 16 and the total number of members. This report should be shared at each lodge business or board meeting and used by the membership committee. Use the report to draw attention to lodge strengths and areas that need improvement.

Chair the Membership Committee

A critical component of in the development and maintenance of an effective membership program is the existence of an active membership committee. The committee is appointed by the president and usually chaired by the vice president. Other members may include membership/financial secretary and any officers and lodge members who are excited about development of membership-focused programming.

With the guidance of the vice president, the primary duties of the membership committee are to focus on membership recruitment and retention, which includes recommending membership goals, overseeing the effort to recruit new members and encouraging current members to be involved with the lodge. In addition, a major responsibility of the committee is to reach out to members who are past due and those who are suspended to encourage their renewal

The committee should meet as often as needed to review the lodge's progress and make recommendations for action.

TIPS FOR RECRUITMENT AND RETENTION

- 1) Establish and recommend goals that are measurable. Continue to make the board and membership aware of progress towards meeting the goals.
- 2) Promote a positive lodge environment.
While all lodge officers should work to create a positive lodge environment, the vice president should be at the forefront.
- 3) Utilize the lodge website and/or Facebook page along with other social media to promote lodge activities and encourage participation.
- 4) Be visible in the community. Participate in festivals and events. Do service projects as a lodge. Invite the public to special lodge events and programs. Offer cultural classes, open to community members. Advertise Sons of Norway's good work and gain notoriety as a positive force in the community.
- 5) Work and collaborate with other lodges. Sharing activities and ideas invigorates both lodges and its members.
- 6) Host Membership Events

CONCLUSION

Growing and maintaining membership is critical for the survival of the lodge and for the organization as a whole. The lodge vice president, along with the assistance of the membership committee, can have a major impact on the future of the lodge. The vice president also has the opportunity to work with and engage the entire membership, setting a positive example as an enthusiastic and energetic lodge leader.