Attitude of Gratitude: Building Valuable Relationships with Your Members
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Presentation Goals:

• Learn how stewardship strategy can help your organization recruit new and retain current members
• Improve record keeping
• Enhance your current event programming
Think about the last time you were thanked . . .
Stewardship
Consider . . .

- Why did you join your club/society?
- What is the mission of your club/society?
- How do you want members to feel?
Stewardship activities ensure that the people who support your club or society feel valued, respected, engaged and understood. Effective stewardship builds trust, fosters long-term engagement and inspires continued support for your organization and the university.
Why it’s important?

• Retain current members
• Attract new members
• Increase engagement and volunteer service
• Elevate comradery
Importance of Record Keeping
Data to track:

- Current members
- New members
- Members celebrating milestone years
- Event attendance
- Volunteers
Examples
New Members

- Welcome message
  - Personalized email
  - Recognize new members on newsletter
  - Hand-written note
  - Small gift

- Event
  - Recognize new members at existing events
  - Networking event for new members
Current Members

• Milestone recognition
  • Special message from club or society leadership
  • Feature in newsletter
  • Recognition at event
  • Create a special award
  • Celebratory gift
  • VIP access / special perks
Volunteers

• Thank volunteers for providing their time, talent and treasure
  • Celebrate their accomplishments
  • Ask their feedback and incorporate their insights
  • Create or nominate for a special award
  • Feature volunteers on newsletters or social media
  • Set aside time to take hard working volunteers for a thank you coffee/lunch

• Nominate for your longtime volunteers for the Ralph Davenport Mershon Alumni Award
Where to start:

1. Say “Thank You!”
2. Check and update your records
3. Develop your own stewardship strategy
Questions?
thank you

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