



TO: Chapter Membership Chairs

FROM: Bev Johns, Lambda State Second Vice President and Membership Chair

DATE: September 2011

The 2011-2013 Membership Committee is eager to work with you as we all promote membership in our wonderful organization and share our story about membership successes. Our focus during this biennium is to RECOGNIZE, RECRUIT, RETAIN, AND REACTIVATE. It is our hope that all chapters will increase their membership by three members.

Resources: We are here to help and support you and hope you will call upon any of our committee members. The region from which each of our members is located, along with their names and e-mail addresses, is included on page 4 of this memo.

In order to assist you, monthly e-mails will be sent to each of you that will include some ideas and the monthly hints sent to us from International. If you are not receiving e-mails currently from me, please let me know right away.

This year we are instituting a Membership Tip of the Month that will appear on the Web site so be sure to check out the Lambda State site. In each Lambda State *Newscaster*, we will have a membership column that includes a question and answer section about membership.

There are many resources also that are available on the International website including an Orientation Guide entitled: *Pride in the Big Picture: An Orientation Guide for Chapter Membership Teams*. Delta Kappa Gamma has also another great resource: *Sustaining Pride in the Big Picture*. This is a great reorientation guide.

Recognition: We want to recognize each of our chapters who works hard to recruit, reactivate, and retain members. At the convention, on Friday night, we will be recognizing Honor Chapters and we are including the criteria for those chapters. The criteria will also appear in the Lambda State Directory and on the Web site.

At our 2012 convention luncheon, we will recognize 50 and 60 year members so we will be asking for that information by February 1, 2012. You can send it to me at: bevjohns@juno.com

The membership committee would love to hear how your chapter has tried to expand membership, reclaim, and retain members. Many of you are doing great things and we want to share those. We will be contacting some of you who are doing great things to “pick your brain” about what works for you.

Recruit: We are asking all chapters to look in a variety of settings and across differing age groups to invite many worthy individuals into membership. You can then utilize the *Orientation Guide* to plan an orientation activity with all of them and explain the many benefits of membership. Individuals can then inform you whether they want to proceed with initiation.

Think big when looking at initiations. At the Northeast Regional Conference, a story was told of a chapter inviting 30 very worthy educators, 16 coming to an orientation so they could determine whether they wanted to become members, and 12 being initiated.

If your chapter is interested in sponsoring a new chapter, please contact: Linda Beitzel at: lbeitzel@sbcglobal.net

Retain: We need to all work together to meet the needs of our members through recognition, meaningful activities, and providing support to them.

Reactivate: We encourage each chapter to review records and Form 18A to identify individuals who have previously been members and have left our organization due to family or work commitments. We can then invite them to come back Delta Kappa Gamma.

Reminder: Remember to send your **Form 6** to report the death of a member to the people listed on the forms: State Membership Chair, International Executive Coordinator, State President and the State Treasurer. This **Form 6** is critical information for Lambda State and International. You can send me the form **electronically**.

We are eager to work with you to share our successful membership stories.