

Retaining Members

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Why have you stayed in your organization?

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Why did you join your organization?

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No longer fun

Not forming connections

Why do they leave?

Not appreciated

Not a worthwhile
experience

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GRAPE Principle

Growth
Recognition
Achievement
Participation
Enjoyment

GROWTH

- Opportunities to increase skills and Competencies
- Get and stay organized
- All members involved – committed to the process, prepared to answer questions, comfortable



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RECOGNITION



- Gaining respect
- Receiving praise for a job well done
- Work to make your organization a household word

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ACHIEVEMENT

- See the results of your efforts
- Given meaningful responsibilities
- Seeing your ideas become reality
- Goals, vision, action plan



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PARTICIPATION



- Planning and scheduling work
- Contribute in important decision making
- Being active, not just a member
- One person may have to coordinate the efforts, but everyone is responsible

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ENJOYMENT

- Create a positive and welcoming environment
- Have fun, working as a part of a team
- Cultivate the feeling of being part of something important
- Get alumni to come back



“No matter what their motivation they will stay if they feel cherished and uplifted by being a part of your team.”

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