

## PARTICIPANT COMMENTS – MEMBER RETENTION

*As always, with these classes, some very good suggestions were offered and shared. I suppose the main value is in emphasizing the "member" in member retention, with matters such as recognition and fellowship. Probably too often we focus on "content" as far as lecture subjects. I especially liked the suggestion to try at some point to have in-person events at historical sites and that young people may prefer such "doing" sorts of activities.*

*At one time, our Round Table used to sponsor a clean-up project at a local historical cemetery that has both Union and Confederate graves. We may try that again. **Gordon L. Gidlund – San Diego CWRT***

Carol's lesson recording was good. I've hired professional voices in the past and she is equal.

To me member retention falls in two categories: 1) in-person interactive setting and 2) online un-shared settings. It is sort of like traveling across the country; 1) by air or 2) by car. Completely different answers to about everything

In the case of online un-shared settings, one is relying on duty to a Civil War historical cause to be the driving force for involvement. Like going to school online - the most diligent kids will flourish. The rest would blow it off if they could. I don't know how the Zooming Round Tables keep members, so I will stop here.

For the other Round Tables;  $f(\text{retention}) = \text{satisfaction} - \text{natural attrition}$ . We can't stop death; therefore, retention comes down to satisfaction.

Carol's lesson was largely focused on satisfaction. The settings are key and should be on the top of "the ensure list" for the non-Zooming Round Table. Finding ways to alter the "my table - my chair" pattern is also very important. Carol's examples of social hour and picnic are good. I think member show-and-tell could also break "my table - my chair" pattern. Someone from one table might be very interested in what the man or lady from another table said want to follow-up.

Also, it takes work and could backfire, but friendly competition can mix things up. My guess is most of the Round Table members were at some time winners in something. Try competing for something. **Bob Svacina – Twin Cities CWRT**

Carol provided an excellent program. I viewed the recorded program in order to craft my comments. In the short span of approximately eight minutes, she provided a powerful and succinct outline of an effective program for member retention.

The audience feedback and discussion was very good, with the possible sidebar about insurance. Thanks for your interruption to refocus on the topic. A damn good program, to be sure. **Bill Miller – Williamsburg CWRT**