

MEMBER RETENTION

A FUNDAMENTAL PART OF SUCCESS &
SUSTAINABILITY



What is a member retention program?



Recognition

Respect

Contribution

Interest



Why focus on member retention?

Reason
CWRTs exist

Financial
support

Reflects
organizational
attitude

Key to
Sustainability



Retention should focus on everyone

New Members

Active Members

Past Members

Deceased Members

NEW MEMBERS



2021 Members TCCWRT

ACTIVE MEMBERS



TCCWRT President welcoming picnic goers.

PAST MEMBERS



MEMBER PROFILE OF THE MONTH

BOB PAOLI

By Lana Blumhoefer



Bob Paoli is our featured member of the month. He first joined the TCCWRT in 1990 after he retired from his career as a sales representative with Cessna Aircraft. His friend, Bernie Cahill who was already a member, is the one who got him

interested to join. Bernie also got him interested to join the WW II round table group. Bob met Bernie while they served in Vietnam.

Bob had been a faithful member to come to our meetings until he had a stroke last April. He feels bad that he is no longer able to come to our meetings, but he still enjoys getting the newsletter and keeping in touch.

What he finds most interesting about the Civil War is how hard the Union troops fought against the Confederate troops. They did their best to keep our nation together. His favorite battlefield that he has

Past Member Bob Paoli of the TCCWRT

DECEASED MEMBERS In Memorium



In Loving Memory of Jim Lyle
October 26, 1925-October 24, 2021

As I began to write this, I got a notification from Facebook that it is Jim Lyle's birthday, October 26th. I already knew this, because we had been planning to go see Jim at the NHC and wish him Happy Birthday in person. Unfortunately, that is

Jim served as President during his many years with the organization, as well as being a member of the Board many terms. Jim never hesitated to serve the KCWRT in any aspect, always agreeing to serve on committees when asked. On a personal note, like many others, we were always greeted by Jim's outstretched hand, a smile and "Greetings, Welcome!" He was right there at the door whenever he was able to make folks feel welcome and valued by their attendance to the meetings. He was a True Southern Gentleman in every aspect I observed. I never heard him say a cross word. He opened his home to the Board many times to give us a comfortable place to meet without time constriction, and the Directors were always treated to something that he had freshly baked. The Roundtable dedicated a bench at Fort Dickerson, near the Historical Plaque, for Jim's faithful service to KCWRT. Jim was valued in our Roundtable, and he will be sorely missed. I'll bet he's right there at the Pearly Gates, with hand outstretched, wearing a smile, and saying, "Greetings, Welcome!"

Knoxville CWRT's long-time member, Jim Lyle
The Scout's Report, November, 2021

Everyone likes recognition



April Birthdays

Several members have birthdays in April, and we'd like to acknowledge their special day! They are:

Jolene Coulton
Dempsey Dybdal
Ed Malles

Susan Martin
Stephen Pierce
Jay Rusling

Jay Secord
Kim Terry



Yes, Everyone

MEMBER PROFILE OF THE MONTH

JAMES MEWBORN



James Mewborn's interest in the Civil War began as a Boy Scout, hiking and studying the Tennessee battlefields near his home. Born and raised in Memphis, TN, James learned

from his father that he had three great uncles and a great-grandfather who all fought in the 13th Tennessee. The youngest of the great uncles, Uncle Josh, had just turned 18 when he enlisted, joining his two older brothers in the regiment. Only two weeks later, they all fought in the battle of Shiloh. Uncle Joe was captured and sent to Johnson's Island, Lake Erie, where he spent a year. Somehow, there he started learning dentistry

Many Deserve Recognition



Michelle greeting guests

Cumberland Mountain CWRT
Plateau Telegraph **Oct, 2021**

CWRT Member Hall of Fame



Twenty Five Year Veteran Awards

*Ed Komczyk
Bill Sia*



Ed Komczyk

Bill Sia

Old Baldy 11/11/21 Newsletter

Recognition should be ongoing



\$50.00

SPONSOR

\$100.00

**GOLD
SPONSOR**

\$250.00

**PLATINUM
SPONSOR**

Methods of Engagement



Remind them of the Benefits!

More than just a lecture series on Civil War History, there are perks to be had:

- ✓ **Website**
- ✓ **Facebook**
- ✓ **Newsletter**
- ✓ **Other social media**
- ✓ **Other social events**



Old Baldy CWRT's Annual Picnic

Staying in Contact Tracking Membership



LAST NAME	FIRST NAME	PH-DAY	PH-EVE	Sept	Oct	Nov	Dec	Jan	Feb	Mar	May	TOTAL
Albin	Tom/Julie Williams	612-724-3849	same			1						1
Anderson	Michael	same	952-891-8918	1	1	1		1	1	1	1	7
Angevine	Ronald	651-483-8909		1	1	1	1	1	1			6
Bachrach	Deborah	651-690-4130	same		1	1	1		1	1	1	6
Baker	Philip	913-306-1174		1		1	1			1	1	5
Bauer	Patricia and David Geister	612-205-1374			1	1	1	1	1			5
Bergman	Joann					1		1	1			3
Bingham	Marjorie/Thomas Egan	same	952-934-1124	1		1	1	1	1	1	1	7
Bhimani	Fazil and Cindy	612-587-2707	612-587-2707		1	1		1				3
Blumhoefer	Lana	952-993-7546	952-228-3929	1	1	1	1	1	1	1	1	8
Brandt	Gerry	952-894-2163	952-486-1333				1		1			2
Braun	Frank	same	612-926-9319		1	1	1		1			4
Briggs	Gerry (Gary)	same	952-944-0071	1	1	1	1	1	1	1	1	8
Burggraff	Leroy	612-719-7642		1	1	1	1	1	1	1	1	8
Carveth	Jerald	651-246-8588	same	1	1	1	1	1		1	1	7
Compart	Yvonne	952-881-2493	612-237-5331	1	1	1	1	1	1	1		7
Cook	Steve	612-212-5611	651-202-3688		1	1	1	1	1	1	1	7
Cooper	Bruce and Melodie	612-834-9285	612-834-9285	1	1		1	1	1	1	1	7
Corliss	Glenn	952-835-6832	same	1	1	1		1	1	1	1	7
Coughlin	James	715-307-2413				1	1		1	1	1	5
Countryman	Leigh	same	651-457-4770									0
Dickey	Marlene	952-881-2235				1		1	1			3
Droegemueller	Wally	763-476-7677				1	1			1	1	4

Constantly Seek Input



CREDIT CARD ADVISORY

1. Should PSCWRT offer the option of paying for dues and/or dinner with credit cards?

- Yes
- No
- Don't Know

Use Your Membership Committee!



- ✓ Regular Mini-Questionnaires
- ✓ Transporting the non-mobile members
- ✓ Teaching How to Zoom
- ✓ And More

Brainstorm!



DISCUSSION