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
- Reflects organizational attitude
- Financial support
- 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 Member Bob Paoli of the TCCWRT

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
In Memorium

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  Susan Martín  Jay Secord
Dempsey Dybdal  Stephen Pierce  Kim Terry
Ed Malles        Jay Rusling
Yes, Everyone

MEMBER PROFILE OF THE MONTH

JAMES MEWBRON

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 15th 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 started learning dentistry...
Many Deserve Recognition

Cumberland Mountain CWRT
Plateau Telegraph Oct, 2021

Michelle greeting guests
CWRT Member Hall of Fame

Old Baldy 11/11/21 Newsletter
Recognition should be ongoing

- Sponsor: $50.00
- Gold Sponsor: $100.00
- Platinum Sponsor: $250.00
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

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Constantly Seek Input

CREDIT CARD AVISORY

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!