



DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION

TURNING POINT FOR A CHAPTER

Why are we doing this survey?

To prepare your Chapter for growth, it is imperative to first identify any opportunities for improvement in the overall Eastern Star membership experience at your chapter. Chapter growth depends on several factors, such as:

1. Having effective Chapter meetings and events that are worthwhile for new and veteran members alike.
2. Continually promoting O.E.S. throughout your community and/or organization
3. Using proven marketing techniques to turn prospects into guests and guests into members.
4. Staying involved within the Chapter, community, and district.
5. Incentivizing and recognizing members who contribute to the strength of your Chapter.

The phrase “Turning Point” refers to a time at which a decisive change in a situation occurs, especially one with beneficial results. This is our turning point, our time to take a step back and review what we do and do not do as a group which could encourage growth. Chapters which maintain a high standard of excellence in their meetings, ritual work, projects and community activities are more likely to attract and retain new members. If your guests typically don’t join and new members tend not to stay for very long, the Chapter is probably not meeting their needs. **To experience sustained growth, a Chapter needs to be worth the time membership requires.**

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION



Instructions:

No one is keeping score; this tool is for your chapter only and will not be shared with others. It is meant as a way to identify issues in your chapter which may prevent growth or retention. As a chapter, complete the Turning Point workshop to take an objective look at your Chapter's performance in different key areas.

Tip: Assign your groups. Try to pair newer members with more experienced members when your groups are formed.

1. Assign a facilitator to manage this workshop. We suggest the Worthy Matron, Worthy Patron, Secretary or Treasurer.
2. Make one copy of the entire workbook and six (6) copies of the Recommendations page.
3. Divide entire chapter (officers and members present) into three or six groups with each group evaluating one or two element(s) of success. The "Evaluating Your Chapter" pages should be evenly distributed among the groups.
4. Each member group should carefully read and respond to the Evaluating Your Chapter page for each standard assigned.
5. Allow as much as one full hour for your groups to review the evaluation and respond.
6. Each group should submit their evaluation and recommendations page to the facilitator when complete.
7. As they are submitted, the facilitator should use pages 3-5 to check off only those the chapter responded with a "yes".
8. Once the last group has completed their portion, review the totals from each section with the entire chapter. This will give you an overview of what you excel at as a chapter and what needs work!

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION

TURNING POINT FOR A CHAPTER

Chapter Quality Standards Evaluation

★ Impressions	★ Chapter Onboarding
<ul style="list-style-type: none"> ❑ Our Chapter and Chapter officers understand what membership in the Order of Eastern Star means and can explain the benefits. ❑ All members and visitors are greeted and warmly welcomed when they enter the chapter room. ❑ Leaders uphold OES values of: <ul style="list-style-type: none"> ○ Charity ○ Truth ○ Loving Kindness. ❑ Ritual work is memorized to the best of our ability. ❑ Meetings are well organized. ❑ We may be a volunteer organization but we are committed to our roles. ❑ Protocol is understood and respected. ❑ Worthy Matron and Secretary plan carefully for Chapter meetings and communicate adequately prior to meeting. ❑ Your Chapter has only one prompter who is assigned to assist with ritual work. Other members or Officers do not correct or prompt. ❑ The Chapter room is set up according to the directions from the Book of Instructions before members and visitors arrive for your meetings. 	<ul style="list-style-type: none"> ❑ Chapter officers practice for initiation. ❑ Chapter makes each Initiation 'special'. ❑ Initiations are held promptly when petitions are approved by the Chapter. ❑ New sisters and brothers are introduced to each officer serving for their initiation and receive a thorough description in advance of what initiation will entail. ❑ New members receive a copy of the Chapter bylaws, Ritual, and contact information for Officers. ❑ Each new member is given a new member packet. ❑ Chapter Worthy Patron organizes regular meetings to teach proficiency work. ❑ Each new member has an assigned Mentor. ❑ Support is available to new chapter members to ensure they each feel valued. ❑ The 'Big Picture' or structure of O.E.S. is acknowledged and explained to all members. ❑ The importance of the Book of Instructions and Grand Chapter Rules and Regulations are shared with all new and existing members.

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION

★ Communication	★ Planning and Organization
<ul style="list-style-type: none"> ❑ Communication is a two-way process, meaning we listen to the needs of our members and we clearly communicate our purpose and goals. ❑ Email communication is not meant to be the prime method of communication as far too many of our current members have limited knowledge or access to technology i.e. Use social media, texting, and group pages for dissemination of information to others not ‘communicating’ new information with chapter members. ❑ Worthy Matron has personal and regular communication (including verbal) with the Officers and members. ❑ Reports on monthly activities from committees during regular business meetings are thorough and succinct. ❑ Chapter to consider their own newsletter or social media presence. ❑ Chapter Leaders encourage and act on communication from members. ❑ Members understand the purpose of each communication. ❑ Information is timely and appropriate. ❑ We support and recognize birthdays, holidays, and anniversaries of members with cards from your chapter and personal notes from your members. Sunshine can be one of the most important committees in your chapter. ❑ Our Chapter sends thank you notes to community members, businesses, and Grand Chapter Officers when appropriate. 	<ul style="list-style-type: none"> ❑ Chapter Calendar is available, accurate and utilized. ❑ Worthy Matron and Patron set, monitor and evaluate chapter goals at the beginning of each term. ❑ Fundraisers and community events are planned to draw an audience the chapter needs to engage for membership growth. ❑ Officers use Term Plan to set, monitor and evaluate individual goals. ❑ Chapter Officer training for proficient ritual work is strongly encouraged. ❑ Special Events e.g. Chapter meetings, Grand Chapter, Conferences, youth events, and training are promoted within the Chapter and members are encouraged and expected to attend. ❑ Explain the meaning and function of special events and Grand Chapter Exemplifications to encourage attendance. ❑ Training is regular and serves members’ needs. ❑ Support members in planning, monitoring and evaluating term plans. ❑ Fun events and fundraisers are planned to welcome non-members and build prospective members.

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION

★ Achieving Success	★ Developing Leaders
<p>Chapter members:</p> <ul style="list-style-type: none"> ❑ Our chapter recognizes member and Chapter successes, acknowledges and celebrates them. ❑ Our chapter recognizes Chapter membership retention & growth. ❑ We promote interchange of ideas, achievements and successes. ❑ Our chapter works within budget for the year and work to improve our total revenues each year. ❑ We support dedication and commitment of new members. ❑ Our chapter recognizes Chapter achievements, communication & leadership goals. ❑ We acknowledge success in our community service work, establishment of new relationships, and discuss both positive and negative experiences with each project. ❑ When setting goals and completing the term plan, our chapter retains events that 'work' and celebrate those who planned them. ❑ Congratulate and acknowledge proficient members and those with marked improvement. 	<p>Chapter members:</p> <ul style="list-style-type: none"> ❑ We allow our new members time to learn about our Order and its leadership before asking them to move into leadership roles. ❑ We actively encourage and give constructive leadership feedback to Chapter committee members. ❑ We complete event and project planning at a committee level. ❑ We acknowledge that a Chapter leadership role is something to which members should aspire. ❑ We actively promote and encourage leadership opportunities. ❑ We hold Chapter activities to promote identification of potential leaders. ❑ Officers regularly act as mentors. ❑ Line Officers actively encourage participation of members in leadership during Chapter meetings, committee meetings, and events and follow up as needed. ❑ Newer members are given a realistic view of their responsibilities and roles as officers in the chapter.

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION



Evaluating Your Chapter: Impressions

Directions: Listed below are the standards belonging to your assigned Turning Points. Begin an open discussion with other members of your group regarding how your Chapter handles each of the quality standards for your section. Take the time to determine which of those standards are being met by circling “Yes” or “No”. Then, write the total number of achieved standards in the space provided.

1. Our Chapter and Chapter officers understand what membership in the Order of Eastern Star means and can explain the benefits. Yes No
2. All members and visitors are greeted and warmly welcomed when they enter the chapter room. Yes No
3. Leaders uphold OES values of Charity, Truth & Loving Kindness. Yes No
4. Ritual work is memorized to the best of our ability. Yes No
5. Meetings are well organized Yes No
6. We may be a volunteer organization but we are committed. Yes No
7. Protocol is understood and respected. Yes No
8. Worthy Matron and Secretary plan carefully for Chapter meetings and communicate adequately prior to meeting. Yes No
9. Your Chapter has only one prompter. Yes No
10. The Chapter room is set up before your meetings. Yes No

Total Number of Yes answers _____

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION



Evaluating Your Chapter: Chapter Onboarding

Directions: Listed below are the standards belonging to your assigned Turning Points. Begin an open discussion with other members of your group regarding how your Chapter handles each of the quality standards for your section. Take the time to determine which of those standards are being met by circling “Yes” or “No”. Then, write the total number of achieved standards in the space provided.

- | | | |
|--|-----|----|
| 1. Chapter officers practice for initiation. | Yes | No |
| 2. Chapter makes each Initiation ‘special’. | Yes | No |
| 3. Initiations are held promptly when approved by the Chapter. | Yes | No |
| 4. New members are introduced to each officer serving for their initiation and receive a thorough description in advance of what initiation will entail. | Yes | No |
| 5. New members receive bylaws, Ritual, and contact information. | Yes | No |
| 6. Each new member is given a new member packet. | Yes | No |
| 7. WP organizes regular meetings to teach proficiency work. | Yes | No |
| 8. Each new member has an assigned Mentor. | Yes | No |
| 9. Support is available and visible to new members. | Yes | No |
| 10. The structure of O.E.S. is explained to all members. | Yes | No |
| 11. The importance of the Book of Instructions and Grand Chapter Rules and Regulations is shared with all new and existing members. | Yes | No |

Total Number of Yes answers _____

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION



Evaluating Your Chapter: Communication

Directions: Listed below are the standards belonging to your assigned Turning Points. Begin an open discussion with other members of your group regarding how your Chapter handles each of the quality standards for your section. Take the time to determine which of those standards are being met by circling “Yes” or “No”. Then, write the total number of achieved standards in the space provided.

1. We listen to our members & communicate our purpose and goals. Yes No
2. Email is not the prime method of communication. Yes No
3. WM regularly communicates with the Officers and members. Yes No
4. Committee Reports during meetings are thorough and succinct. Yes No
5. Chapter has monthly newsletter or social media presence. Yes No
6. Chapter encourages and act on communication from members. Yes No
7. Members understand the purpose of each communication. Yes No
8. Information is timely and appropriate. Yes No
9. We recognize birthdays, holidays, and anniversaries. Yes No
10. Our Chapter sends thank you notes to community members, businesses, and Grand Chapter Officers when appropriate. Yes No

Total Number of Yes answers _____

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION



Evaluating Your Chapter: Planning and Organization

Directions: Listed below are the standards belonging to your assigned Turning Points. Begin an open discussion with other members of your group regarding how your Chapter handles each of the quality standards for your section. Take the time to determine which of those standards are being met by circling “Yes” or “No”. Then, write the total number of achieved standards in the space provided.

1. Chapter Calendar is available, accurate and utilized. Yes No
2. WM and WP set & evaluate chapter goals each term. Yes No
3. Fundraisers and community events are planned for membership growth. Yes No
4. Officers use Term Plan to set and evaluate individual goals. Yes No
5. Officer training for proficient ritual work is strongly encouraged. Yes No
6. Members are encouraged and expected to attend special events. Yes No
7. Chapter explains the meaning and function of special events and Grand Chapter Exemplifications. Yes No
8. Training is regular and serves members’ needs. Yes No
9. Members involved in planning and evaluating term plans. Yes No
10. Fun events and fundraisers are planned to welcome non-members and build prospective members. Yes No

Total Number of Yes answers_____

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION



Evaluating Your Chapter: Achieving Success

Directions: Listed below are the standards belonging to your assigned Turning Points. Begin an open discussion with other members of your group regarding how your Chapter handles each of the quality standards for your section. Take the time to determine which of those standards are being met by circling “Yes” or “No”. Then, write the total number of achieved standards in the space provided.

1. Our chapter recognizes member and Chapter successes. Yes No
2. Our chapter recognizes Chapter membership retention & growth. Yes No
3. We promote interchange of ideas, achievements and successes. Yes No
4. We work to increase our total revenues each year. Yes No
5. We support dedication and commitment of new members. Yes No
6. We recognize Chapter achievements, communication & leadership goals. Yes No
7. We acknowledge success in our community service work. Yes No
8. When setting goals and completing the term plan, our chapter retains events that ‘work’ and celebrate those who planned them. Yes No
9. We congratulate and acknowledge proficient members and those with marked improvement. Yes No

Total Number of Yes answers _____

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION



Evaluating Your Chapter: Developing Leaders

Directions: Listed below are the standards belonging to your assigned Turning Points. Begin an open discussion with other members of your group regarding how your Chapter handles each of the quality standards for your section. Take the time to determine which of those standards are being met by circling “Yes” or “No”.

1. We actively encourage and give constructive leadership feedback to Chapter committee members. Yes No
2. We complete event and project planning at a committee level. Yes No
3. We promote leadership roles as something to which members should aspire. Yes No
4. We actively promote and encourage leadership opportunities. Yes No
5. Officers regularly act as mentors. Yes No
6. Line Officers actively encourage participation of members in leadership during Chapter meetings, committee meetings, and events and follow up as needed. Yes No
7. We hold activities to promote identification of potential leaders. Yes No
8. We allow our new members time to learn about our Order and its leadership before asking them to move into leadership roles. Yes No
9. Newer members are given a realistic view of their responsibilities and roles as officers in the chapter. Yes No

Total Number of Yes answers _____

DEVELOPING A CLEARER VISION

MEMBERSHIP GROWTH & RETENTION



Recommendations

Directions: Now that you/your Chapter has evaluated each of the assigned standards, discuss and record any recommendations for improvement or change.

1	
2	
3	
4	
5	