

CTSO Theta Retention of Members through Relevance and Engagement Action Plan

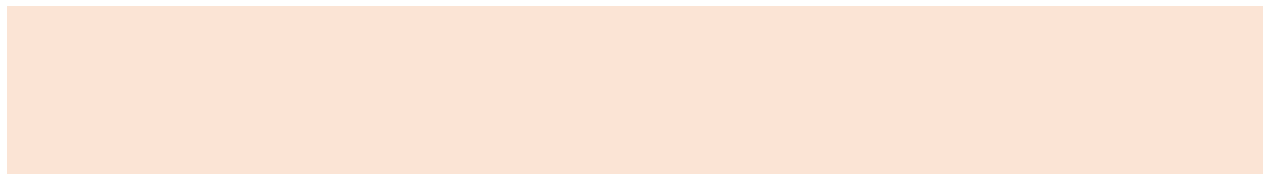
Strategic Goal 1: Support Members

1.B. Enhance existing membership opportunities.

- 1.B.1. Strengthen personal and professional growth.
- 1.B.2 Strengthen individual chapters.
- 1.B.4 Provide mentoring of new members
- 1.B.5. Promote and strengthen communication.

SMART Goal: Maintain or increase membership in DKG as measured by the number of members who pay dues by October 1st of each calendar year.

Strategy:	Who is the person responsible?	Evidence of accomplishment	Notes, modifications to the strategy	Timeline
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Continue activities to encourage personal connections among members (ie. picnic, painting)				
Provide meaningful and interesting topics to challenge members - active and retired alike	~ Planning committee	~ program calendar ~ increased numbers of members in attendance	At least 2 professional programs for 2024-2025	June 2024

Conduct an orientation for all new members.	~ Membership Chair	~ attendance at orientation	~ share orientation folder	Fall 2024
Provide members with varied opportunities to assist our community ie Soup Kitchen, Journey House, Books.				
Celebrate new members, member accomplishments, family events, and Celebrations of Life				
Publish our annual chapter newsletter, Theta Thoughts, to share chapter information and news				
Submit chapter news and relevant articles to the Keynote				
Be sure all members have the opportunity to read the CTSO Keynote				

Nominating member will support their new member by encouraging participation in chapter activities and making introductions to chapter members				
Personally invite new members to participate in our community projects				
Encourage members to attend at least 2 meetings or projects each year				
Call to remind, offer a ride or save a seat to encourage a member to attend				
Consider offering Zoom or Hybrid meeting options when feasible				