Retaining & Motivating Organization Members
The 5 I’s of Retention

Interested: How can you interest students in your organization?
- Make sure you are recruiting quality members that want to be involved
- Be up front about what your organization is all about so that people joining understand what you do
- Be proud of your organization! By showing pride, you interest and excite others!

Inclusive: How can you make members and guests feel included in your organization?
- Establishing bonds and making friends are important!
  - Icebreakers come in different levels. They are important to learn each other’s names and creating stronger bonds
  - Teambuilding – Need to understand each other as a team and practice solving problems and accomplishing tasks together
  - Socials – Get your members outside the meeting room!
  - Retreats – is your organization large and complex? You may want to think about doing a retreat once or twice a year to get the group on the same course

Informed: How can you help members know what is going on early and continuously?
- New member orientation or social
  - Explain rules/expectations of membership
  - Introduce the executive board, their positions, and their duties
- Sending out minutes of meetings for members that cannot make it
- Sending out or giving updates from executive board members about what they are up to and how members can get involved

Invested: How can you make members feel like they are an important part of the group?
- Is someone not there? Email members that do not attend a meeting to check-in
- Vision Building: “Where are we going?” How can you include their ideas?
- Give new members responsibility
  - Survey what they are interested in
  - Get them involved in committees (if your organization has a committee structure)
- Delegation and Trust: Don’t just give members meaningless tasks! They need to feel like they are a part of the “in” crowd, not just hired hands.

Invaluable: How will you make your members know their opinion matters?
- Listen! Get to know your members (who they are, what they are interested in, their strengths, etc)
  - This can help you connect with them, keep them interested, and utilize their strength to involve them in the organization more
- Make everyone feel good! Everyone wants to be a part of a positive environment.
  - Dedicate some time during your meeting to boast about the good work individuals, committees, and groups are doing!