MEMBER RETENTION KIT

Telephone Script
Hi, my name is (insert name here) and I am calling from (insert Lodge/Chapter name here). May I speak with (insert member’s/co-worker’s full name here)? Hi, (insert member’s/co-worker’s name here).

We are making calls to our members to thank them for their membership in the Moose. I am not looking for any donations and I do not plan to take much of your time. You have been a member for (insert length of time) and we wanted to acknowledge the fact that your membership is making a difference in the lives of children we care for at Mooseheart and the senior members who depend on us at Moosehaven.

Sometimes we lose touch with some of our members, but we are making an effort to reach out to our fraternal Brothers/Co-workers just to connect or reconnect with our membership base. We hope you have had the opportunity to enjoy the benefits of membership including discounted savings on a variety of products and services simply by being a member. Hopefully you are familiar with those member benefits? (Have the benefits flyer available to discuss any questions.)

As you may know, your membership helps support children in need at Mooseheart, and our seniors at Moosehaven. Without our annual membership renewals, most of them would not be given the second chance at life that is now provided through our incredible Moose organization’s generosity. We simply wish to thank you for being a Moose member and wish you many happy years of membership with us.

Your annual dues will be up for renewal again on (insert date). You can renew when you receive your dues notice or do so earlier if you like. By the way – we would like to simply verify that your contact information is still correct in our records to assure you receive our communications in a timely manner. Are you still at: (address, phone, email?, etc.). Thank you for verifying that information.

Of course it is our hope that you will continue to renew your membership each year to help us continue this tradition of fraternal care for children, seniors and others in our communities while having the opportunity to save through our benefits program and sharing camaraderie with other members at our functions. Are there any questions we might answer for you today?

(Listen to the member here and respond accordingly.)

You may simply at this point thank them for their time and wish them a nice day….or….

If his/her response is:

I plan on renewing.
Your response:
It’s easy to renew your membership - follow the instructions on your dues statement; or renew earlier by going on-line to www.mooseintl.org and click on the “Pay Dues” button; or call 630-906-3658 to talk with a Moose representative. I hope to see you down at the Lodge/Chapter soon.
Thanks.

What if I don’t get my renewal notice.
Your response:
That’s no problem. With your membership ID number, (which is located on your current membership card) you can go on-line to mooseintl.org and click on the “Pay Dues” button; or call 630-906-3658 to talk with a Moose representative. Your ID number is (read Moose ID number from the form.) (Again make sure we have correct address info)

I’ve had problems down at the Lodge/Chapter. (Any type)
Your response:
Our Board of Officers is working hard to make sure your Lodge/Chapter visit is a positive experience every time. (Discuss his/her specific issue and the steps you are taking to resolve the issue). Of course
you can always consider transferring to another Lodge/Chapter as well. But, I hope when the time comes
that you will renew and give us another chance. In addition, bear in mind that your annual membership
renewal helps support children in need and our seniors. I ask that you consider them in your decision
and we hope that you would want to continue for their sake as well.

**I just can't afford it right now.**

*Your response:*
I understand things can get tight. However, I believe in the big picture of life that the amount of our dues
is actually fairly modest. I say that because I realize the worth of our membership when I look at what we
do for those in our direct care and others we make an impact on in our communities. (If membership ages is
55 or under, or close to 15 years of service, remind them their continuous membership offers them the
opportunity of retiring at Moosehaven.)

Remember, you also have access to a number of Moose Member Benefits that can more than make up
for the amount of our dues as well. I encourage you to visit the Moose website for a list of all of the
current discount programs and offers available to you as a member. I hope you’ll consider all of what
membership means in your decision.

**I no longer live in the area.**

*Your response:*
There are a number of Lodges/Chapters throughout the country that you can be involved in. To find those
nearest you simply go to the Moose website (www.mooseinternational.org) to see what’s close to you or call 630-
906-3658 for help in finding a new Lodge/Chapter. Some members seldom visit their home lodge/chapter
and simply use their membership when traveling and are not really involved in a particular home unit, and
that is OK too. Your membership still helps us care for those children and seniors.

*(If someone else answers and informs you that the member is deceased)*

*Your response:*
I’m very sorry for your loss. Thank you for taking the time to talk with me. Can you tell me what date they
passed? Thank you, I’ll let the lodge/chapter know that Brother/Co-worker (insert name here) has passed
and will have our records updated. (A follow sympathy card might also then be appropriate)

**Voicemail Script**
Hi, my name is (insert name here) and I am calling from (insert Lodge/Chapter name here). We are
reaching out to our current members to acknowledge you have been a member now for (length of time)
years and to simply say thank you for your Moose membership. You are important to our Lodge/Chapter,
community, and the kids and seniors we support at Mooseheart and Moosehaven.

Of course it is our hope that you will continue to renew your membership each year to help us continue
this tradition of fraternal care for children, seniors and others in our communities while having the
opportunity to save thru our benefits program and sharing camaraderie with other members at our
functions. Should you have any questions we might answer for you – feel free to call me back at (insert
number). Again, thank you for your continued membership in the Moose organization and have a great
day.

**Written Script - for letter or email**
In the subject Line: Moose - We Thank You for your Membership!

Hi (insert member's/co-workers name here): I noticed that your membership in our Moose Home, (insert
Lodge/Chapter name here), will soon expire.

Too often we lose touch with some of our members, but we are making a concerted effort to reach out to
all of our Brothers/Co-workers to reconnect with our Lodge/Chapter and to enjoy the benefits of
membership. Locally, this includes the camaraderie associated with attending events, meals and social
functions, and participating in efforts to support our community. This also means enjoying the many
money-saving discounts and offers each member earns through membership in the Moose.

Most importantly, your membership helps support children in need at Mooseheart, and our seniors at Moosehaven. Without our support, most will not be given a second chance at life that is now provided through your incredible generosity.

Your annual dues will be up for renewal again on (insert date). You can renew your dues when your notice comes in the mail, or do so earlier if you like, simply by going to the Moose website, www.mooseintl.org and clicking on “Pay Dues”. Of course it is our hope that you will continue to renew your membership each year to help us continue this tradition of fraternal care for children, seniors and others in our communities while having the opportunity to save through our benefits program and sharing camaraderie with other members at our functions.

I hope you decide to stay part of our Fraternity and I look forward to seeing you at Lodge/Chapter events.

Fraternally,

(Insert your name here)

If waiting for dues notices below are Dues Renewal Options:

PAY BY CHECK:
1. Make check payable to Moose International.
2. Check amount must equal the “Total Amount Due” listed on your Payment Coupon*
3. Write your Member I.D. in the memo portion of your check.
4. Detach the Payment Coupon and place it and your check inside the return envelope provided.
BE SURE THE MOOSE INTERNATIONAL ADDRESS IS SHOWING THROUGH THE WINDOW.

NO COUPON? SEND PAYMENT TO:

US PAYMENTS                  CANADIAN PAYMENTS
DUES PROCESSING CENTER        DUES PROCESSING CENTER
MOOSE INTERNATIONAL           MOOSE INTERNATIONAL
PO BOX 88065                 PO BOX 88067
CHICAGO IL 60680-1065         CHICAGO IL 60680-1067

PAY BY CREDIT CARD - Mail (U.S. CREDIT CARDS ONLY):
1. Mark the credit card type (VISA, MasterCard, Discover or American Express).
2. Enter your credit card number in the boxes provided on the Payment Coupon.
3. Enter the expiration date of your credit card in the boxes provided.

PAY BY CREDIT CARD - Online (U.S. CREDIT CARDS ONLY):
2. Enter all requested information from your credit card.
3. Payments can be made with VISA, MasterCard, Discover or American Express ONLY.
4. Print your verification of payment.

PAY BY PHONE:
1. Call Moose Member Service Representatives at (630) 906-3658
2. Call Center Hours are Monday through Friday, 8:00a.m. - 4:45p.m. (CST)
3. Representatives accept VISA, MasterCard, Discover or American Express ONLY.
4. ANY ADDRESS CHANGES OR QUESTIONS SHOULD BE HANDLED BY OUR MEMBER SERVICE REPRESENTATIVES.