



**Department of Minnesota**  
March 2026 Unit Mailing  
**Membership Chairman,**  
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This is the time of year when our membership slows down, many are gone South, it's normally snowy and cold outside and some have the "Winter Blues." We need to continue to reach out to those remaining members that have not renewed, as of 2/11/2026 we are 614 renewed memberships behind a year ago, with a retention value of 80.39%, the goal is 95% by 7/21/26.

The National goal of 85% is coming up quickly on March 15<sup>th</sup>, as of 2/15/2026 Minnesota is at 82.47%. We need every Unit and District to strive to meet the goal of 85%, we have 189 units at 85% or above, with many only needing one or two more members to reach 85%. Minnesota needs 21,155 paid memberships to reach 85%, as of 2/15/2026 we have 20,525. We need to work together to obtain the remaining 630 memberships in the remaining 4 weeks. Please reach out to your non-renewed members this week and focus especially on those who would help your unit reach the 85% mark.

Here are a few tips/tricks for calling members to renew:

- Do not start the conversation with your late on your dues.
  - Start off with asking how they are doing. Checking on them to ensure that they are ok. We never know what is going on in someone's life.
- Tell them the upcoming events occurring in your unit:
  - Next meeting
  - Dinner
  - Are you holding a special renew/rejoin event
- Tell them that you hope to see them soon
  - This is a great opening to telling them that you have their membership card and when is a good time to stop by to drop it off, or when can they come pick it up. This could be a great opportunity to remind them of the benefits of membership.
- Be creative, positive, and LISTEN to them. Share the great things your unit is working on, and how their membership helps our mission. Especially if they state they just don't have time!

Thank you for the time and care you give our members—your efforts truly make a difference.