

April 2014

From the Membership Committee

Spring is upon us! Flowers are beginning to bloom and trees are sprouting new leaves. What a wonderful site after the very cold and snowy winter we have experienced. Farmers are beginning to cultivate their gardens and fields. Are you cultivating your new members to assist in their growth and blooming as a Daughter of the Nile? Winter is a time of rest for plants and trees, but those not properly protected will wither and die. The same can be said for our membership, if not properly cared for it will wither and can ultimately lead to the closing (death) of a Temple, Daughters of the Nile.

We should each consider ourselves a florist, not of plants and flowers, but of our membership. To promote the growth of our wonderful organization, each of us must help cultivate and nurture our membership, not only the new members, but those who have become less active. We also must be planting the seed of membership, to ensure the continued growth of our wonderful organization. ^

Are you planting those seeds? Are you cultivating your membership by mentoring, encouraging and igniting the fire of membership? The Supreme Temple Membership Committee is committed to the growth of each Temple and is available as a resource to anyone who needs assistance.

The 3 R's to sustain and increase membership in Daughters of the Nile are:

Recruitment – Seek out eligible women, tell them about the purpose of Daughters of the Nile. Encourage membership and submit proposals for those ladies which you think would want to be a part of this wonderful organization.

Retention – Find out what is keeping members from being active. Implement an action plan to do away with the obstacles that are keeping them away.

Reinstatement – Seek out those members who were dropped for non-payment of dues, those who demitted for some other reason, and encourage them to re-instate their membership. Find out why they demitted and resolve to “fix” the obstacles.

Last, but not least, each Temple must implement a Mentoring Program for new members. Don't assume after initiation that each new member has all they need to be an active and productive member of Daughters of the Nile.

All of these steps are critical to the cultivation of our membership. If each member of a Temple participates in Recruitment, Retention, Reinstatement and Mentoring, our membership will continue to grow and ensure that Daughters of the Nile continues to exist and prosper for the next 100 years.

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