



December 2018

Dear State/Provincial Secretary,

I hope this letter finds you and your Aerie doing well and continuing to push forward to reach our Grand Worthy President, Carl Burnett's goal of reaching Net Gain +2% this fiscal year. As we reach the half way mark, I wanted to take a moment to make you aware of the new contest we are having during the months of **January, February and March**.

We feel very strongly that the future of our Order's membership is gaining younger members and that is why we are having our first ever **YOUNGER EAGLES MEMBERSHIP DRIVE**. You will see from our enclosed flyer any member who proposes a member **40 years of age and under** will be entered in a random drawing each month, and (5) five Aerie Proposers and (5) Auxiliary Proposers will be drawn and win \$100 each! In addition, we will award one Aerie and one Auxiliary a \$500 media relations package per month, developed with the intention of helping your Aerie "get the word out" about all the wonderful things you do for charity and your community!

Each Aerie and Auxiliary will get entered one time for each of the proposed members in this age bracket each month. So, the more members **40 and under** you and your membership sign up, the more chances you will get to win!

Secondly, now is the time to start thinking about running an **early bird special** to encourage your members to pay their dues, **BEFORE March 25th**. By getting the members to pay and their payments are entered in MMS before that date, ensures that they do not receive the first dues reminder and saves you the cost of the bill! We have enclosed a flyer with ideas that other Aeries and Auxiliaries have used to encourage their members to be **EARLY BIRDS!** Obviously, these are just ideas, however, if you do something different, we would love to hear about it so we can help others spread the word. Email our department.

Third, I just want to remind everyone to be using the **3'Rs of Membership (Retention-It Starts at the Beginning/Reenrollment and Reaching Out)** to help your membership succeed. For more ideas and information, please check out the Membership area on www.foe.com Members only, or reach out to our department. We want to help each and every Aerie and Auxiliary in our Order succeed!

Keep moving forward, only 6 months to hit Net Gain +2%.

Fraternally,

A handwritten signature in blue ink that reads "Vince Kinman".

Vince Kinman
Grand Aerie Membership Director



Younger Eagles Membership Drive

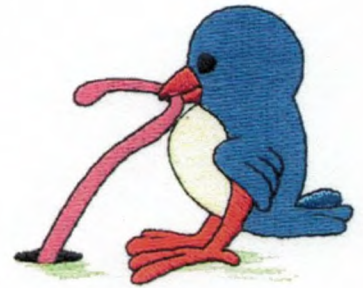
Membership is the lifeblood of the Fraternal Order of Eagles. From January to March, focus on bringing in new members ages 18-40 and you could win big!

Each month we're awarding:

- Five \$100 Aerie Member Prizes
- One \$500 Aerie Media Relations Package
- Five \$100 Auxiliary Member Prizes
- One \$500 Auxiliary Media Relations Package

You will receive an entry for each member age 18-40 you sign during the three month period, so get active and help strengthen your Aerie/Auxiliary today!

For more information contact membershiphelp@foe.com or call 614-883-2162.



Early Bird Ideas

Below are ideas that Aeries and Auxiliaries have used to entice members to pay early!

Have an incentive for members who pay before a certain date, enter them into a drawing or contest and any Early Birds (those who pay their yearly dues by a certain date) get put in for prize to be determined by the Aerie/Auxiliary!

Hold a 2 for 1! Announce to your members that if they pay for their membership before a certain date, they will get 2 years for the cost of one!

Have a "buddy" contest, if you pay for your membership before a certain date, March 1st for example, you will get your membership dues and a friends dues for half price! (Basically offering a 1/2 price membership)

Offer a discount to all members who pay before a certain date! The discounted amount to be decided by the Aerie/Auxiliary.

BE CREATIVE! REWARD YOUR MEMBERS WHO PAY EARLY!