MEMBER RETENTION **BINGO!**

B	I	N	G	O
Kettle Lobby Event	Annual Mailed Day Passes	Handwritten Member Notes	Senior Newsletter	Center Scoop
Know a Name Know a Thing	Member Benefits	Member Onboarding	Staff Retention	Coffee & Prayer
Staff Confidence & Consistency	Clean & Healthy Center		Tour Follow Up Tracking	Tours
Member Survey	Kroc Pop Ups	Auto Pay	Families Feeding Families	Kroc Connect Rewards
Mission Over Margin	Prize Drawings	Fitness Challenges (Upace)	Safe Place to Belong & Grow	Kroc Birthday Celebrations & Milestones

QUESTIONS? FEEL FREE TO REACH OUT!

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MEMBER BENEFITS

Take what you already have, package it into short, clear, value-added talking points. Brag about your member benefits!

CDA Kroc Best Practices:

- Land/Water Group Ex
- Sonic Vibration Platform
- Active Tracks/Smart Start
- Early Program Enrollment
- Discounted Program Registration Fees

COFFEE & PRAYER

Create a simple space to connect, listen, and care.

CDA Kroc Best Practices:

- Chaplain Steve hosting Coffee & Prayer
- Men's and Women's Bible Studies
- Moms in Prayer

STAFF RETENTION

There is nothing more important to retention than a confident, competent, and engaged front-line team.

CDA Kroc Best Practices:

- Coordinated Onboarding
- Consistent Communication
- Safe to make Mistakes/Seek Help
- Have Fun/Celebrate Wins
- Manager Presence on Floor

KNOW A NAME, KNOW A THING

Take time, find time; notice something about a member and use it to build relationships and retention.

CDA Kroc Best Practices:

- Train Staff to Learn and Use Names
- Pay Attention to Details (Go Lakers!)
- Top-Down Leadership
- Traction Rec Tools

MEMBER ONBOARDING

Forget the basics! Make it personal and help members find their success.

CDA Kroc Best Practices:

- Create a "New Member Welcome Packet" Based on Member Interests
- Ask Questions
- Facilitate a Tour
- Use the Welcome Letter

KROC POP-UPS

Find a way to engage your members with a treat, a kindness, or a recognition that you are glad they are here.

CDA Kroc Best Practices:

- July Popsicle Pop Up
- Arbor Day Seedlings in April
- Game Night
- Toddler Reading Corner
- Lobby Bell Ringing Event
- Kroc Birthday BBQ.

NEWSLETTERS & SURVEYS

Members appreciate regular updates, schedule changes, and an opportunity to be heard. Use your newsletter as a tool to gain volunteers, see survey feedback, and thank them for their loyalty.

CDA Kroc Best Practices:

- Center Scoop
- Quarterly Surveys
- Senior Newsletter

FITNESS CHALLENGES

Find challenges that connect directly with your membership base and encourage engagement. Use the Kroc Connect to make it easy to sign up and track success.

CDA Kroc Best Practices

- Fall Fitness Frenzy
- Mission Gym Possible
- October Walking Challenge
- November Turkey Trot.

ANNUAL MAILED DAY PASSES

What better way to show appreciation and encourage members to share the Kroc, than to gift them a couple of day passes with a note of thanks each year!

CDA Kroc Best Practices

- Annual large postcard mailer of thanks with three-day passes included.

VIEW THE SLIDES AND SUPPORTING DOCUMENTS BY SCANNING THE QR CODE!

THE SALVATION ARMY
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