



Retaining Members

Rose Walton (she, hers)

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At a social gathering, where can we find you?

1. Running around because I probably planned it.
2. Linger by the snack table.
3. Petting the dog to take a break from socializing.
4. Picking up trash to keep myself busy.
5. Mingling and searching for my new bestie.

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**Identifying the preferences of your
individual members is the key to
sustaining participation & enthusiasm!**

No longer fun

Not forming connections

**Why do they
leave?**

Not feeling appreciated

**Not a worthwhile
experience**

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The GRAPE Principle for Retention

Growth
Recognition
Achievement
Participation
Enjoyment



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GROWTH

Support your members in becoming more...

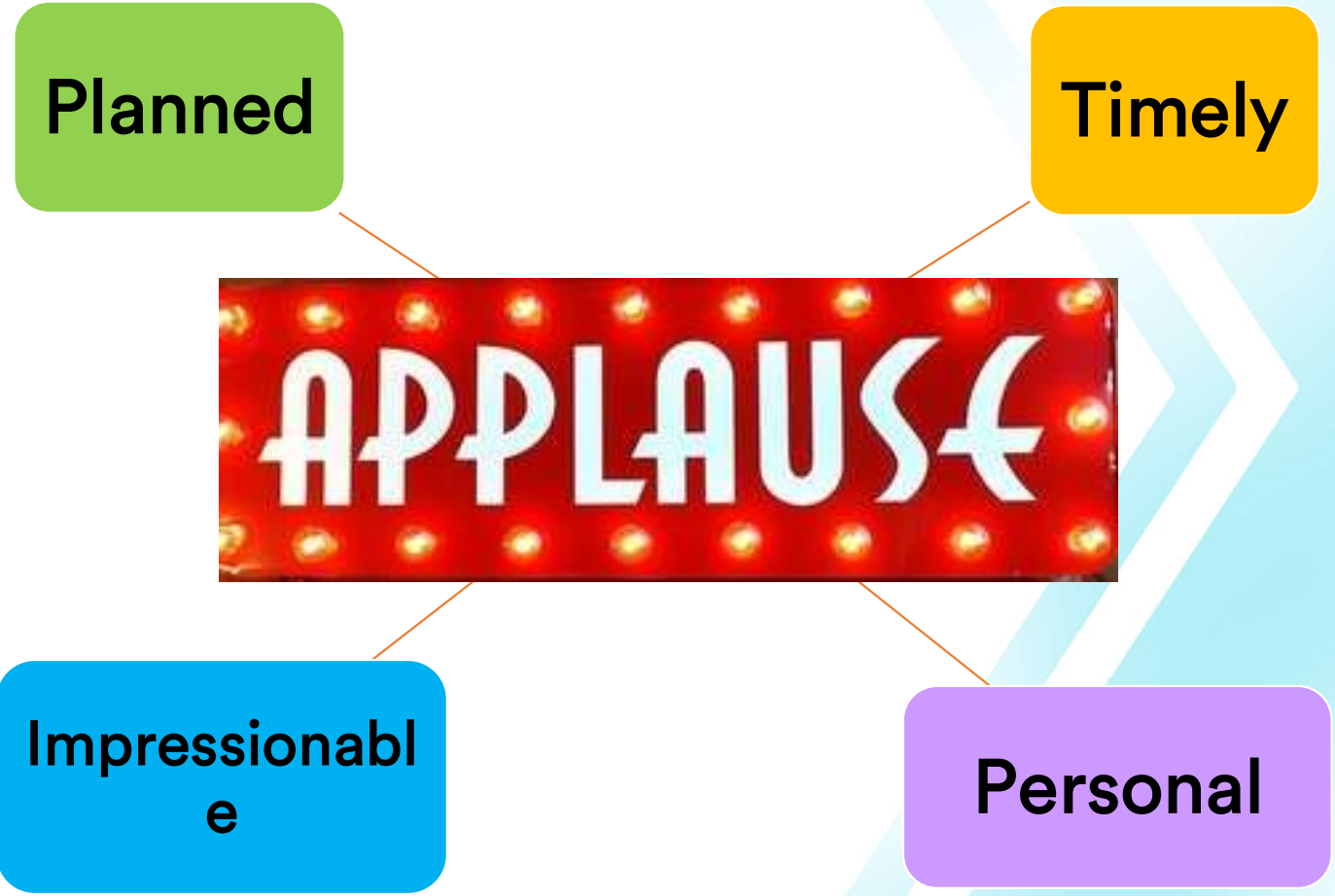
Competent

Experienced



Knowledgeable

RECOGNITION



ACHIEVEMENT

SHARED

Students want to
join organizations
with:

Goals
A vision
An action plan

PERSONAL

Intrinsic motivation
is activated through:

Sense of purpose
Strength-aligned
tasks
Team building

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PARTICIPATION

LEVEL ONE

Reading & submitting to newsletters

Attending events

Answering feedback surveys



LEVEL TWO

Joining committees

Applying for leadership roles

Organizing events

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ENJOYMENT

Take action to ensure your members feel...

Comfortable

Empowered

Connected

Seen

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**“If you care about someone,
and you have a little love in
your heart, there ain’t nothing
you can’t get through together.”**

-Ted Lasso

