

# A REUNION -- RE-THINK



## ***POSITIVELY - Redefining our relationships with members and prospects.***

Evaluate how the following aspects of Scottish Rite Reunions are helping us fulfill our mission & goals and are appropriately sustainable (double bottom line matrix).

### **General Issues:**

- Date
- Time
- Length of sessions
- Location
- Lunches / dinners
- Other programming between degrees

What are ways that this schedule affects membership both negatively and positively?

### **Hospitality / Customer Service Issues:**

- Greeters
- Hosts
- Member focused & friendly registration
- Signage, directions, and information clearly posted
- Fellowship / reception area

What additional or new ideas can we consider that would improve our effectiveness or efficiency?

What can we do so that a prospect or member is seeing our most cheerful and friendly faces when he arrives, is served lunch, or calls on the phone?

### **Relational Issues:**

- Mentors
- Follow up luncheon contacts
- Class marshals
- Officers and 33rds actively engaged with members
- Activity & Interest survey utilized effectively and followed up on
- Recognition of previous classes with written invitations
  - Last Reunion
  - 1 year
  - 5 years
  - 10, 20, 30 etc. years

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Valley of \_\_\_\_\_ Reunion Action Plan as of \_\_\_\_\_

My Role in this plan:

I will be held accountable by: \_\_\_\_\_