

Try using this when trying to retain members.

I love to speak to answering machines. I usually leave a message like, Hi Brother _____, this is Dave Tebo from the Knights. We have noticed that we have not seen you for a while and I just wanted to let you know that for whatever reason we are growing apart, we miss you and we want you back. Would you please give me a call at your earliest convenience. Thank You.

Second call to an answering machine - Hi Brother _____ this is Dave Tebo from the Knights, just a follow up to my earlier message, I just wanted to let you know just how valuable you truly are to me as a brother Knight. Your brothers value so much that we have continued to carry your council membership because we don't want to risk you losing your accidental life benefit for yourself and your wife not to mention you not having to experience a break in your membership. Please believe me that this is not a call about dues past or present. Its like I said earlier, we miss you and we want your back. Please give me a call.

If you actually get a chance to speak to this member, explain to him just how valuable a member he is to the Knights. The virtue of the fact that he maintains his membership in Michigan demonstrates that he can get behind an organization that gives the gift of warmth, feeds families, financially sponsors over 7,000 seminarians, and supports the gift of life.

If I could get you to agree with me that an ultrasound machine could potentially save five (5) babies a week, then with Michigan having 46 ultrasound machines in place, doing the math that means in Michigan alone your support for life equals 11,960 babies a year. Nationwide the Knights have 918 ultra sound machines in place and the math reveals a potential saving of 238,680 a year.

See just how valuable you are to me, please don't leave me, please continue to support us or join us.

Supreme Program/Membership Consultant

Dave Tebo