Order Sons and Daughters of Italy in America Membership Retention Program

NYS Grand Lodge Strategic Plan
Theme: Every Member Matters. Every Year Matters.

Executive Summary

This strategic membership retention program is designed to strengthen engagement, increase renewals, and build lifelong connections among members. The objective is to ensure that every member feels welcomed, valued, involved, and recognized throughout their OSDIA journey.

Mission

Increase member retention through meaningful engagement, consistent communication, leadership development, family participation, and recognition.

Core Motto

Recruit One. Mentor One. Retain One.

The Five Pillars

1. Welcome Every New Member
•Welcome packet, certificate and lodge introduction
• Assign an Italian Ambassador (mentor)
• Welcome & recognize members that have been absent for 60+ days and returned
• 30-60-90 day follow-up calls

2. Engagement
• Encourage every member to serve on at least one committee
• Offer cultural, charitable, and family-focused events

3. Communication
• Monthly newsletter
• President's message
• Email and text reminders

• If a member does not come to a meeting/event in 30-60 days, call them and find out why
• Social media engagement

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4. Recognition
• Celebrate birthdays, anniversaries and years of service
• Volunteer and Ambassador awards

5. Family & Future
• Youth programs, young professional networking, cooking nights, heritage events and mentoring.

Member Life Cycle

• New Members: Welcome, educate, and connect.
• Active Members: Give leadership opportunities.
• Long-Time Members: Mentor the next generation.
• Inactive Members: Personal outreach and re-engagement.

Annual Retention Calendar

January – Renewal Campaign
February – Member Appreciation
March – Volunteer Recognition
April – Family Heritage Event
May – Community Service
June – Italian Heritage Celebration
July – Summer Picnic
August – Youth & Family Day
September – Membership Appreciation Dinner
October – Italian Heritage Month
November – Veterans Recognition
December – Holiday Celebration & Awards

Success Metrics

• Retention Rate: 90%+
• First-Year Retention: 95%
• Committee Participation: 60%
• Event Participation: 70%
• Mentor Assigned: 100%
• Birthday Recognition: 100%
• Annual Survey Participation: 50%+

Grand Lodge Support

Provide welcome kits, mentor training, best-practice guides, quarterly webinars, recognition for outstanding lodges, and standardized communication templates.

Conclusion

A strong lodge is built one relationship at a time. By recruiting new members, mentoring them into active participation, and recognizing their contributions, OSDIA can preserve our Italian heritage while building vibrant lodges for generations to come.