The Three Cs of Member Engagement and Retention

**Community**
- Being a part of something
- Experiencing a sense of belonging
- Feeling valued, respected, and welcomed

Examples: Everyone having some role, no matter how small
- Creating a warm, welcoming, inclusive meeting atmosphere
- Staying in touch with phone calls, SM groups, e-mail, newsletters

**Connection**
- Building relationships with others, chapter, national association
- Being plugged in
- United through shared goals, interests

Examples: Assimilating new members into the chapter (onboarding)
- Facilitating Mastermind groups
- Sharing good news and rallying support in challenging times

**Camaraderie**
- Feelings of friendship and good cheer
- Fellowship
- Mutual trust

Examples: Small group gatherings in members’ homes
- Holiday parties, picnics, informal breakfast meet-ups
- Networking time

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