



## *The Three Cs of Member Engagement and Retention*

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### **C**ommunity

**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

### **C**onnection

**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

### **C**amaraderie

**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