

❖ 2020-08 GL---Recruitment Program... join.elks.org

Friday, June 19, 2020 2:12 PM



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➤ **Great News...** Let's turn this COVID-19 Pandemic into a show of **ELKS RESILIENCE**. Historically we rise to challenges. Great program.

Be Loud, Proud and Visible

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On Aug 17, 2020, at 4:48 PM, Rick Gathen <RickG@elks.org> wrote:

Hi Everyone:

The brand new recruitment campaign & new website join.elks.org produced 14 membership requests in just 5 days. What a great start! I am sending a letter to everyone asking to join each week to make a personal connection. I will be asking each of you to help me monitor the processes at the lodge level. We need to stay **involved** in the processes to boost the conversion rate. Frederick and IT are helping us track the processes internally.

These are brand new recruitment initiatives. We need to be very "hands on" as we are in the people business. The Order needs us to step up and get a win.

**TOGETHER
ELKS
ADD
MEMBERS**

Thanks,
Rick Gathen
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❖ ... join.elks.org

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