

Geoff Cox Letter on Membership for 2015-2016



Geoffrey B. Cox
President
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To: Virginia Elks
Subject: Membership

Dear Virginia Elks,

As many of you know there has been a big initiative this year to grow membership throughout the Country and right here in Virginia. To date Virginia has stepped up and added 624 new members to reach our Plus-One goal of 843. Good work!

There are currently 106 new members waiting to be initiated. Please plan your initiations now. With 106 new members we will be 89% of the way to our goal.

Please keep promoting Recruitment – Reinstatements and scheduling initiations.

Virginia is at 8.2% delinquency. The National average is 7.7%. We have 711 delinquent members and our goal is 417. Please talk with your Exalted Ruler and Membership Chair to discuss the many ways you can help with this. Putting a telethon on can be a very effective way to bring our delinquency percentage down.

I received an email of encouragement today from our very own Grand Exalted Ruler Ron Hicks. He said, “We are close to Plus-One in Virginia and I know you can do it! I am rooting for you!!!” He also said, “I look forward to being with all of you at the June Convention.”

I think we all knew we had a tough task in front of us when Grand Lodge Membership and Public Relations Manager Rick Gathen spoke at last year’s Elks Training, and then having it echoed at the 2015 June Convention from now PGER John Amen; Membership! Membership! Membership! It is the lifeblood of our fraternal organization.

Elks are the Best People On Earth. We are proud of our Lodges’ Community support and without you and new members we could not do what we do. Elks Do!

I encourage you to make a last push to recruit new members and get the delinquency percentage down. As Ron said, “I know you can do it.”

If I can help in any way please do not hesitate to contact me personally.

Sincerely and Fraternaly,

A handwritten signature in black ink that reads "Geoffrey B. Cox".

Geoffrey B. Cox
President, Virginia Elks Association

