

**Voyageur Council**

**Growth Strategy**

**Rewarding Retention Through**

**"Performance Incentives"**



# *Growth Is the Product of...*

## **Recruitment:**

- Effective Marketing and Promotion
- Reputation (word of mouth)
- Previous Experience (nostalgia effect)

## **Retention:**

- Thoughtful & Exciting Program Delivery
- Trained Leadership
- Honours & Awards Recognition
- A Collective Sense of Belonging



***It is the topic of retention  
that we are here today.***

# *The Membership Bucket*

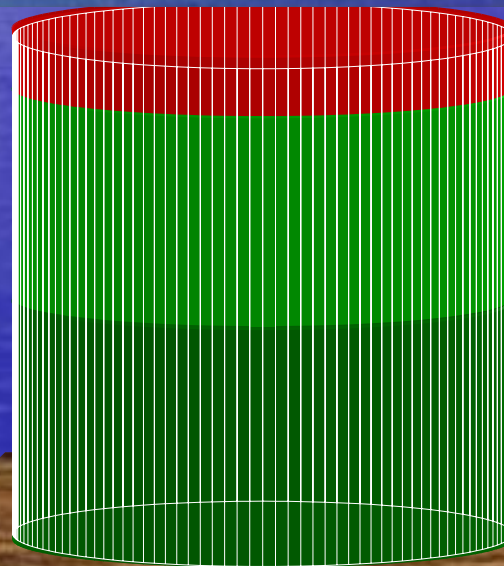
It is in this “unknown” that we fall short. We ask ourselves what could we have done differently? Did we do enough?

Answer: Perhaps we need to consider motivating our consistent performers for doing a good job.

**Critical Unknown**

**Recruitment**

**Retention**

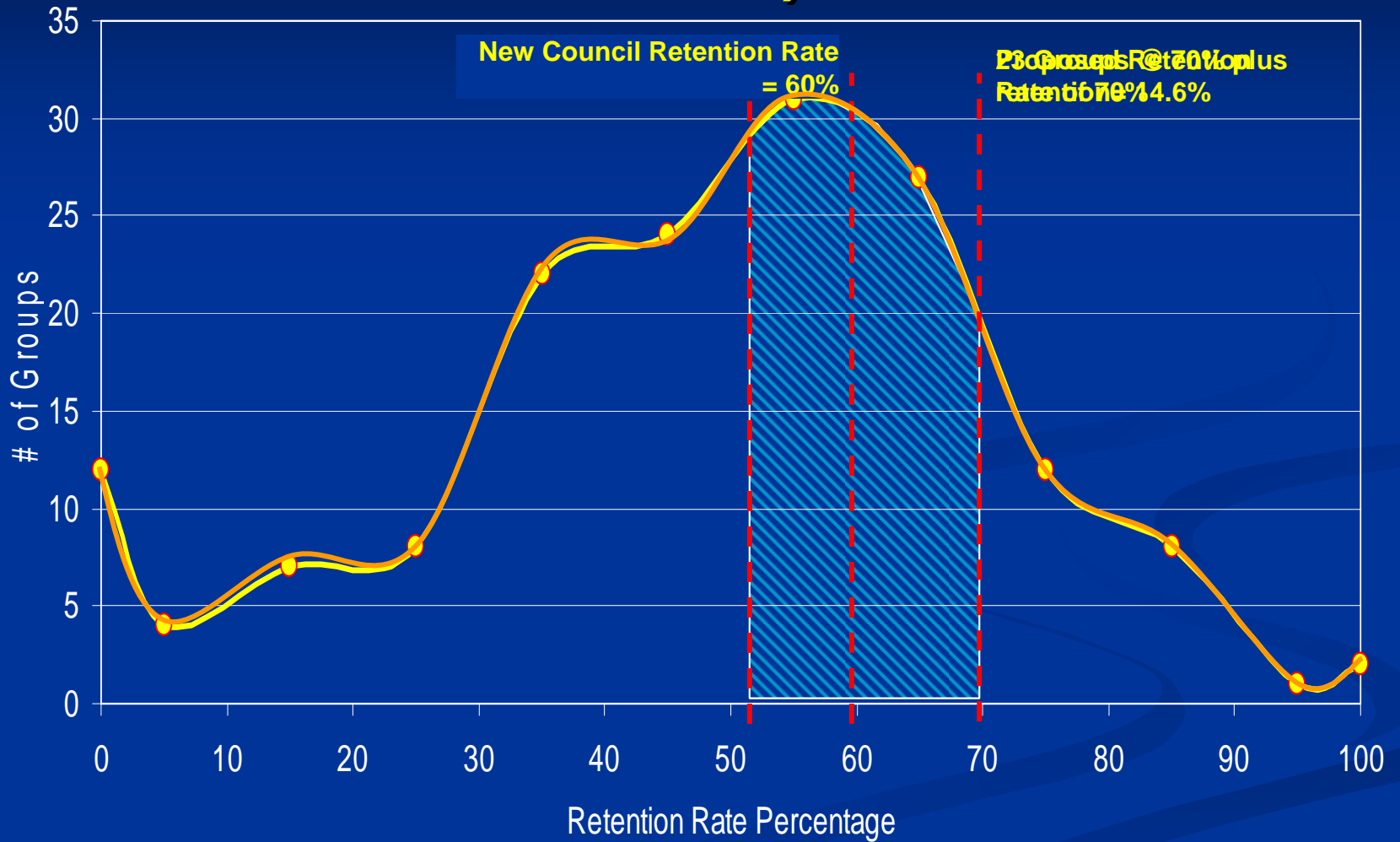


**0% - 15%/yr**

**35% - 50%/yr**

**Approx. 50%/yr**

# Shifting the Bell Curve of Retention for 2005/06



# *How Do We Encourage This Shift?*

## *What is the Motivator?*

### **Financial Incentive:**

- For those Groups (not Sections) that achieve a retention rate of 70 % plus, they will benefit from the reduced fee for the remainder of the year.
- These groups have contributed the most to solving the membership problems facing Scouting and should be rewarded for performance.
- For those groups within the 50 % – 70 % range, they will hopefully be encouraged to take a little closer look at the factors that may push them into another fee bracket.



# *Impact to Council?*

## Membership:

- If our recruitment efforts stay the same, and we are projecting that the “performance incentive” will increase retention from 52.16% to 60%, then that would translate to a 7.84% (588) increase in membership next year.
- However, if the Council does not achieve 100% this year, and falls 4% short, this would still represent an extremely respectable 3.84% (288) increase next year.



# Impact to Council?

**Financial** (based on 7500 members):

- A 4% decline in membership next year would represent approximately \$20,400 shortfall to Council.
- A “performance incentive” if fully realized (7.84%) would result in 588 retained memberships at \$30,576 in additional revenue.
- When factored together  $\$20,400 + 30,576 = \$50,976$  (see graph)





# Impact to Council?

## 4% Decline:

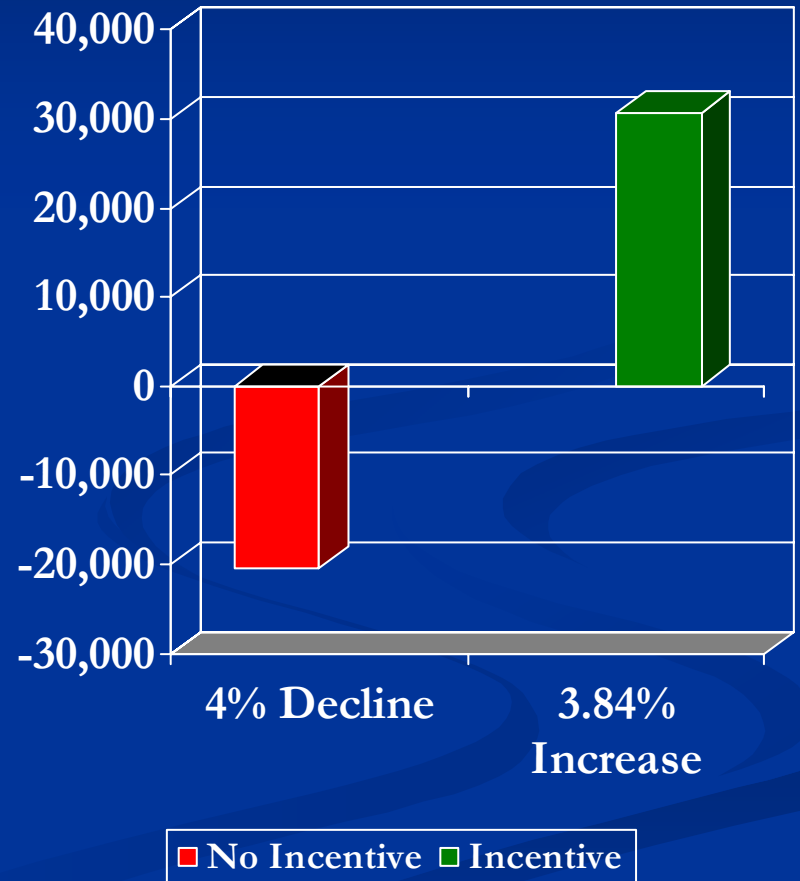
- 300 members x \$68  
(\$110 - 42) = - \$20,400

## 3.84% Increase:

- 288 member x \$52  
(\$94 - 42) = + \$30,576

## Difference:

= \$50,976



# Performance Incentive in Brief

- Reward Performance – high retention rates likely mean that the program is being delivered as intended. Scouters are working hard.
- Focus energy & resources on those groups that are struggling or not performing. These groups are doing more damage to the image of Scouting because they are not meeting the MISSION.
- Let our successful groups set the example and lead the way!

## *Cost to Council?*

***If it costs \$1 to keep a customer,  
and \$10 to make a new customer,  
then what is the cost of not trying?***

