

Rick Roche- Best Practices Break Out Session Fraternal & Communications Sections Mid-Year Meeting Bloomington, MN April 17, 2009

Employee Recognition

Lunch with President
Top 10 listed in in-house publication
Producer/WOMM of the Month
Annual awards banquet
Recognition/best practice sharing in team meeting
Ribbons on name tags
Intranet
Newspaper/media recognition
Ask successful reps to share their tips
"Caught in the Act" recognition from peers

Hand-written thank you from a senior leader
Spotlight
Personal phone call/visit
"Thank you" from person who benefits most
Managers recognize traits
Parking spot
Sincere - not same treatment for everyone
Club with levels based on performance
Quality vs. quantity
Stated goals-celebration when met

Member Recognition

NFCA Fraternalist-In-Action Program
Youth certificate
 Every year, 25\$ B&N card
 # of years member seals
 3+ years \$500 bonus (scholarship)
 \$50 savings bond
Article about member/project in magazine
 First person or staff written
Website- scholarship winners

Fraternalist of the Year
Certificate – outstanding volunteer in community
Member recruiting/referrals recognition-blog, Twitter, Facebook
Representative sending thank you card
Fraternal department thank you letter – monthly
Recognition during convention
Charter members, FOTY, youth council

Employee Rewards

Have an incentive program geared to new members
Employee referral program geared to membership-monetary reward and time off
Employee of the Month – based on referrals
Gift catalogue
Lodge funding based on new members

Log merchandise as rewards
Gift cards for referrals
Promote reward for membership growth to all departments
Link employees to sale representatives
Employee family referrals-name in quarterly drawing for trip (may base on anniversary)

Member Rewards

Coupon for raffle
Earn points to purchase merchandise
Name on plaque in home office
Corporate discounts
Cash

Dinner with president
Annual meeting recognition
Quarterly recognition
Gold Coin Program
Member Segmentation