**Script for Recruiting a Virtual Lodge Member   
to a Local Lodge**

**Background and Directions:**

**Cold call conversions over the phone are much more difficult than conversions at a live event. Consequently, although not required, this recruiting activity should be coordinated with some local lodge social activity, lodge meeting, or other event.**

**The caller should be knowledgeable about the virtual lodge process**

**The caller should have as much information as possible about the person being called before calling them.**

**Rehearse this script several times with another person before your first call attempt. Make sure you know the script and skip patterns.**

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to a Local Lodge**

Hello (Insert person’s name), I am (insert your name) from (Insert your lodge) and the (insert your title). How are you today?

**Allow person to talk**

**SAY**: First, I was sorry to hear about (Insert the person’s Lodge’s name) closing. It was a great loss to the community.

**Allow the person to talk if they begin to discuss it**.

**Once Done Say**: I know having the lodge close was difficult. I would have been very frustrated if I were in your position. However, while it’s painful to lose such a great lodge, I am calling because I have some information that might interest you.

If you did not know, when the lodge closed, your name along with other (Insert Their Lodge’s Name) lodge members was placed in a temporary Virtual Lodge managed by Grand Lodge. It was from this list, I found your contact information and wanted to talk with you.

Has any of this process been explained to you?

**Allow the person to respond. Go to the next page.**

**If Familiar, Say.** Great, I am glad you understand the process. As I said, I am with (Insert **YOUR** Lodge’s name) and we are reaching out to all members from (Insert the person’s Lodge’s name). Are you familiar withour lodge? **Skip down.**

**If Unfamiliar, Say:** As I discussed, Grand Lodge places all members from closed lodges in a Virtual Lodge for a period of time (Usually about 6 months) until a member decides to transfer to a new lodge or does not pay their dues. When this occurs, a list of these members is sent to lodges close by. We then reach out to contact you. **Are you familiar with** (Insert **YOUR** Lodge’s name)?

**IF FAMILIAR SAY:**

**SAY:** Great. We are very proud of our work in the community and programs at our Lodge. We also have a **(Fill in: NICE, GOOD, EXCEPTIONAL)** facility for social functions. Thus, I would like to extend you an invitation to visit our lodge on (Insert Date) for the (Insert event). How would that work for you?

**If available say**. Great, I will put you down on the list and look forward to seeing you there. (Provide Details of the event and your contact information)

**If not available say.** I understand. Everyone is busy this time of year. Can I invite you down for a visit and beverage at another time?

**If YES say**. Great. When would be a good time for you? I would love to talk to you in person?

**If NO say**, I am sorry to hear that. Is there some reason   
 why you would not want to check us out?   
**Allow person to talk and skip to the next section**

**IF NOT FAMILIAR SAY:**

Well, we have about \_\_\_\_ members in our lodge. For big events, **We** (Insert Participate in, Organize, Run) (Insert Community Activity 1)

**We** also (Insert Specific Veterans Activity).  
**On** the social side we have (Insert two popular Social Activities)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Then Discuss the Facility**

**Finally**, we have a new bill paying system where members can pay their dues with a debit or credit card.

How does all of that sound to you?

**Allow person to talk and go to the next page**

**SAY:** We are holding an event on (insert date) and I personally would like to extend an invitation to you to attend and check us out. I think you will find us a friendly Lodge and one that is moving in the right direction. Would you be willing to attend?

**If available say**. Great, I will put you down on the list and look forward to seeing you there. (Provide Details of the event and your contact information)

**If not available say**. I understand. Everyone is busy this time of year. Can I invite you down for a visit and beverage at another time?

**If YES, SAY**. Great. When would be a good time for you?

**If NO, SAY**, I am sorry to hear that. Is there some reason you would not want to check us out?

**ALLOW PERSON TO TALK AND SKIP TO NEXT SECTION**

**FOR MEMBERS NOT WILLING TO   
VISIT THE LODGE**

I understand your feelings regarding (Insert Issue) and why you would feel this way. It must be frustrating when things like this happen. I will not say we are exceptional in all things, but I think you will find our Lodge is thriving and problems such as (Insert Issue) are not an issue here. Would you consider coming down to look us over? I think you would be pleased at what you find here.

**Allow person to talk**

If person says **“OKAY TO THE VISIT”** say: Great, I would love to meet you in person. (Discuss transferring in person when the person arrives)

If person still says he or she is **STILL NOT INTERESTED** in visiting your Lodge say: I understand. I appreciate you talking with me today. Of course, we hope you will change your mind and come down to check us out some time, I would love to meet you.

**Allow person to talk**

**Close with**, Thanks again for your time. I enjoyed talking with you. Have a good day or something similar.

**FOR MEMBERS CONSIDERING QUITTING THE ELKS**

**If the Lodge Member Says They are Too Old Say:**

**We understand members sometimes believe they are too old for the order or have difficulty getting to the lodge. If we could assist getting you to our lodge, would you consider remaining a member?**

**If Yes, say**, **Great. I will talk with the Lodge Secretary and see what we can do. They will contact you and see what arrangements can be made. You can talk about dues when you talk to them. How does that sound to you?**

**If No, say,** **That is fine. We understand there comes a time when being a lodge member is no longer a priority in one’s life. If there is anything the lodge can do for you in the future, please let us know.**

**Close with**: **It was good talking to you today. Take care and have a great day or something similar.**

**Record the information on the Phone-a-Thon Questionnaire**

**When a Member Says They do not Wish to   
Remain a Member**

**Say,** **I totally understand how you would feel this way about** **[(insert issue(s)]**. **It must be frustrating when things like this happen. Although our lodge is not perfect, the problems you describe is not an issue here or in many other lodges. Considering all the good things Elks do in our communities, can you tell me a bit more about why you do not want to remain Elk at all?**

**Allow them to respond. Check all reasons they describe on the Phon-a- Thon Questionnaire about why they do not want to remain**

**I know I cannot resolve the closing of your lodge. However, would you be willing to allow me to attempt to resolve the other issue(s) before you decide to stop being a member?**

**If YES,** Ok**. I will talk with the other lodge officers** (or others if appropriate) **and either I or someone else will call you as soon as** (insert the Lodge leaders or others) **get together. In the short term, is there anything else you would like to discuss?** **DO NOT DISCUSS PAYING DUES AT THIS TIME**

**If yes, repeat the process above**

**If No, Say,** **Thanks again for talking with me today. I am sorry you are considering not being a member or transferring to our lodge. However, I truly appreciate your impressions about what has occurred. Have a great day.**

**FOR PERSONS INTERSTED IN TRANSFERRING TO THE LODGE NOW**

**Say.** I am glad you have decided to transfer to our lodge today. I believe you will be pleased with your decision. We would make the transitioning to our Lodge as effortless as possible for you. When would be a convenient time for you to stop by and talk to (Insert your name or Lodge Secretary) or have them contact you to make the necessary arrangements for the transfer?

Get all contact information for the Lodge Secretary

**Close with**, **It was good talking to you today. Take care and have a great day or something similar.**