

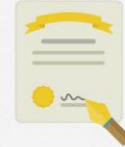
FACT Retention Tips

Youth have countless other things they could do besides FACT and are pulled in many directions these days. Based on the tips advisors provided, here's what you can do to keep your members coming back meeting after meeting.



Keep your members involved and active. Try challenging them to get out of their comfort zone and take on new roles within the group. Develop them into leaders by giving them responsibility (running meetings, planning FACTivisms, etc). This helps them take ownership.

Publicly recognize your members. This could be as simple as thanking them during a FACT meeting, writing an article in your local newspaper, or honoring them at a school sponsored event. This recognition goes a long way to let them know they are valued.



Be consistent. If you can, plan your meeting dates and times for the whole year in advance. Routinely use the same communication tool(s) (text, email, snail mail, phone, etc). If you provide food and beverages at each meeting, continue to do so regularly (if budget allows) Whatever you are doing, try to maintain consistency.

Incentivize member participation. Most youth are motivated by free stuff. Whether it's public recognition, or earned gifts and prizes, find out what motivates them and offer it to them (within reason) when they consistently participate. Promote FACT's incentive program and remind the youth to submit their FACTivisms on FACTmovement.org.



Keep things fun and positive. The impact FACT makes is serious, but the work doesn't always have to be. Try starting your meeting with a fun icebreaker or energizer and always make time to laugh, talk and enjoy the process.

Help members understand the work they do is important and is making a difference throughout our state. Educate them to be tobacco prevention experts and to understand that FACT members play a meaningful role in keeping their generation from developing a lifelong, deadly addiction to tobacco.



Build a "team" where members are working together and feel a part of something bigger than themselves. Celebrate successes and build on that momentum to keep youth engaged.

Extra Retention Tips

- Ask the youth what motivates them to continue to participate.
- Do things together as a group outside of normal FACT "work" (i.e. go sledding or take them to a local coffee shop)
- Encourage members to apply/serve on the FACT Youth Board of Directors.
- Be flexible with youth schedules and tell youth they still make a difference even if they aren't at every meeting/event.

