Loyalty Project Team Members

- **FLORIDA/CARIBBEAN** - Dee Baldwin, Joy Banks, Liz Bumgarner
- **MARYLAND** - Ashley Conaway, Annette Haldeman, Cindy Sheffield, Diane White
- **MINNESOTA** – Molly Dinneen, Dru Frykberg, Karen Mackey, Rachel Wangerin
- **ROCKY MOUNTAIN** – Julie Cavender, Recca Larson, Jason Youngstrom
- **SOUTHERN CALIFORNIA** – Robin Dodge, Drea Douglas, Michele Fricke, Richard Hulser, Bill Lee
- **WASHINGTON, DC CHAPTER** – Lois Ireland, Marie Kaddell, James King, Victor Monte, Mary Talley, Chris Vestal
- **James Kane** - http://jameskane.com/
Benefits of Loyalty

• Increased engagement/participation
  – as a leader, volunteer, and/or contributor to events/activities

• Forgiveness
  – for mistakes and missteps made by the organization and individuals

• Advocacy
  – to peers, employers, stakeholders, media

• Retention
  – of membership
Stages of Loyalty

- Loyal
- Predisposed
- Transactional
- Antagonistic
SLA Loyalty Distribution Target

- Loyal: 37%
- Predisposed: 20%
- Transactional: 39%
- Antagonistic: 4%
Loyalty Components

- Trust
- Belonging
- Purpose
Project Focus Areas

- Community Engagement – Southern California
- Leadership - Minnesota
- Member Relations – Rocky Mountain
- Remote Member Engagement – Florida and Caribbean
- Sponsor Relations – Maryland and Washington, DC
We Need You!

Partners Needed:

• Individuals to help with specific focus areas

• Chapters/Divisions to experiment/share lessons learned

• Recommend change in scope for membership & fundraising chairs
Coming next week to the Loyalty web site (loyalty.sla.org)