

MEMBER RETENTION CHALLENGE

A simple guide for lodges and members

The goal is simple: keep more members. Every lodge has a chance to be recognized—whether it finishes with a high retention rate or makes a strong improvement.

How the Challenge Works

1. Lodges compete with similar-sized lodges. There are three groups: Small (324 members or fewer), Medium (325–499), and Large (500 or more). Group placement is based on 2025–2026 Prior Active membership and will not change during the challenge.

2. Each size group has two winners. That means six competitive awards statewide.

Award	What it means
Retention Champion	The lodge with the highest final 2026–2027 retention percentage in its size group.
Most Improved Lodge	The lodge with the largest percentage-point increase over its 2025–2026 rate.

3. A lodge can receive only one group award. If the Retention Champion is also the Most Improved, the Most Improved award goes to the next eligible lodge.

Every Lodge Can Earn Achievement Recognition

Starting Rate	Level	Goal for 2026–2027
Below 85%	Comeback	Improve by at least 5 percentage points.
85%–86.99%	Building	Improve by at least 3 percentage points.
87%–89.99%	Advancing	Finish at 90% or higher.
90% or higher	Excellence	Remain at 90% or higher and decline no more than 1 percentage point.

Prizes and Recognition

Six Group Winners	\$500 cash prize for each Retention Champion and Most Improved Lodge.
All Other Qualifying Lodges	A recognition plaque for every other lodge that meets its achievement goal.

Important: Your Lodge Must Qualify

To receive any award or achievement recognition, your lodge must be represented at **ALL SESSIONS** of both the NYSMA State Conference and State Convention by its President, Administrator, or a qualified designee. The lodge must also remain in good standing and meet all NYSMA reporting requirements.

YOUR LODGE SIZE GROUP

Membership shown in parentheses is the 2025–2026 Prior Active figure.

SMALL 324 or fewer	MEDIUM 325–499	LARGE 500 or more
119 Olean (157)	274 Corning (375)	118 Westfield (1,116)
168 Kings County (92)	318 Huntington (329)	180 Grand Island (520)
277 Sidney (235)	601 Wellsville (435)	210 Hornell (532)
294 White Plains (126)	617 Lock City (393)	370 East Aurora (806)
351 Gloversville (166)	666 Ithaca (342)	426 Montour Falls (898)
457 Saranac Lake (264)	823 Finger Lakes (487)	584 Lower Niagara (826)
560 Warsaw (310)	853 Canajoharie (355)	814 Ogdensburg (588)
743 Oswego (244)	1013 Binghamton (327)	992 Hamburg (807)
904 Poughkeepsie (142)	1048 Canandaigua (376)	1130 Dansville (583)
959 West Seneca (224)	1110 Massena (361)	1185 Johnstown (1,544)
1249 Springville (288)	1132 Le Roy (391)	1379 Port Jefferson (2,026)
1280 Fulton (153)	1382 Gowanda (495)	1476 Horseheads (743)
1407 South Buffalo (247)	1421 Lindenhurst (402)	1605 Depew Lancaster (820)
1420 Palmyra (249)	1595 Owego (376)	1742 Riverhead (2,300)
1642 Ridgewood (303)	2244 Churchville (357)	2030 Penn Yan (1,192)
2163 Tonawanda (286)	2301 Falconer (337)	2290 Genesee Valley-Henrietta (867)
2397 Potsdam (261)	2390 Plattsburgh (475)	2587 Lakewood (933)

How Results Will Be Measured

Official numbers: Final Moose International retention figures will be used for both years.

Improvement: Measured in percentage points. Example: moving from 84% to 89% is a 5-point improvement.

If lodges tie: The lodge retaining the greater number of members above its expected total wins; then the higher final retention rate is used. If still tied, both are co-winners.

KEEP MEMBERS • IMPROVE YOUR RATE • REPRESENT YOUR LODGE

Every lodge has a realistic way to succeed.