



Strategies to Engage and Retain Your Member Base

This worksheet will allow you to brainstorm some ideas of what you may offer now and what you might be able to strategize offering in the future which align with the ideas shared in today's session.

| Topic | What we do now... | What we could do... |
|---|-------------------|---------------------|
| <p>Data is KING! You have to understand who you are representing, in order to serve them properly</p> | | |
| <p>FOCUS Challenge being Member driven and be more Customer driven</p> | | |
| <p>FOCUS The Value You Provide</p> | | |
| <p>FOCUS Onboarding</p> | | |
| <p>Boost Engagement Personalize Content Boost relevant communication Build a community</p> | | |
| <p>Differentiated Training Opportunities Quality Just-in-time One of a Kind Memorable Networking</p> | | |