



MemberWise

Best Practice Webinar Series

Webinar

Online Community: Rapid Deployment to Ensure Relevance in the Membership Sector Webinar with Cantarus

Facilitated with
Official Network Partner:





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Today's Learning Objectives

- Gain an understanding of online communities and how to deliver them with a rapid turnaround time.
- Learn how to shop and what to look for. Understand what you can sacrifice for speed and what you cannot.
- Find out how to ensure your organisation's relevance through online environments to connect your members where they are right now



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Today's Agenda

- **Welcome and Introductions**
 - *Richard Gott, Membership Champion, MemberWise Network*
- **Cultivating Community: Rapid Response to Ensure Relevance in the Membership Sector**
 - *Mark Eichler, Principal Consultant, Cantarus)*
- **Community Value Discussion**
 - *Mark Eichler & Richard Gott*
- **Online Community Case Study**
 - *MemberWise Connect*
- **Interactive Questions and Answers (Q&A)**
 - *Kerrie Fuller, Associate Director of Engagement, MemberWise Network*



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About Me

- Over a decade running and building online community platforms;
- Was initial product manager at Higher Logic, community solution now used by over 1,000 membership bodies around the world;
- Previously ran technology, websites and community for US-based membership bodies;
- Came to the UK two years ago; joined Cantarus as Principal Consultant in 2019.



Mark Eichler

Principal Consultant
Cantarus



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About Cantarus

- Manchester & London based, offering comprehensive digital services delivered from the UK by UK staff.
- Partnership model for services oriented toward strategic goals
- 100+ clients with 30+ clients in the Membership Sector. Long-time MemberWise partner for whom we provide the MemberWise Community App.



ROYAL
PHARMACEUTICAL
SOCIETY



THE COLLEGE OF
OPTOMETRISTS



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My Focus Today

- Online community for membership bodies; why & why now?
- Options for getting started
- Community adoption process – expediting smartly
- Online Community and digital strategy within the UK membership sector



CANTARUS
POWERING YOUR DIGITAL UNIVERSE

Online Community – Why & Why Now?

If ever there was a time...

Three primary direct benefits

- Human Connection
- Knowledge Creation/Access
- Programme Participation

Multiple potential secondary benefits

- Data Collection
- Revenue
- Reduced Support Costs
- SEO Impact



Online Community – Options (and set-up times)

Responding to needs of individual membership bodies

Consultancy
(under a week)

**Trial
Community**
(one week)

**Non-Integrated
Community**
(1 to 3 weeks)

**Fully-Integrated
Community**
(3 to 4 weeks)

Online Community – Adoption Process

The standard process can be expedited safely

Stage	Typical Time	Save Time Here?
Platform Consideration	3+ months	Yes – open source saves time and money
Integration and Single Sign On	2 weeks to 2 months	No – go with a vendor who can expedite
Branding and Design	2 weeks to 2 months	Yes – platforms allow logo/colour/font settings
Platform Configuration	2 weeks to 2 months	Yes – baseline “All Member Forum” and minimal changes
External Notifications	1 day	No – be sure you get this right
Mobile App	0 days to 4 months	Yes – know your default app options
Staff Ownership Roles	2 to 4 weeks	No – community management is critical
Volunteer Roles	2 to 4 weeks	No – stakeholder acceptance and adoption is vital
Community Seeding	2 to 3 weeks	No – value must be apparent at release
Launch Strategy Execution	2 weeks	No – engage across departments and committees

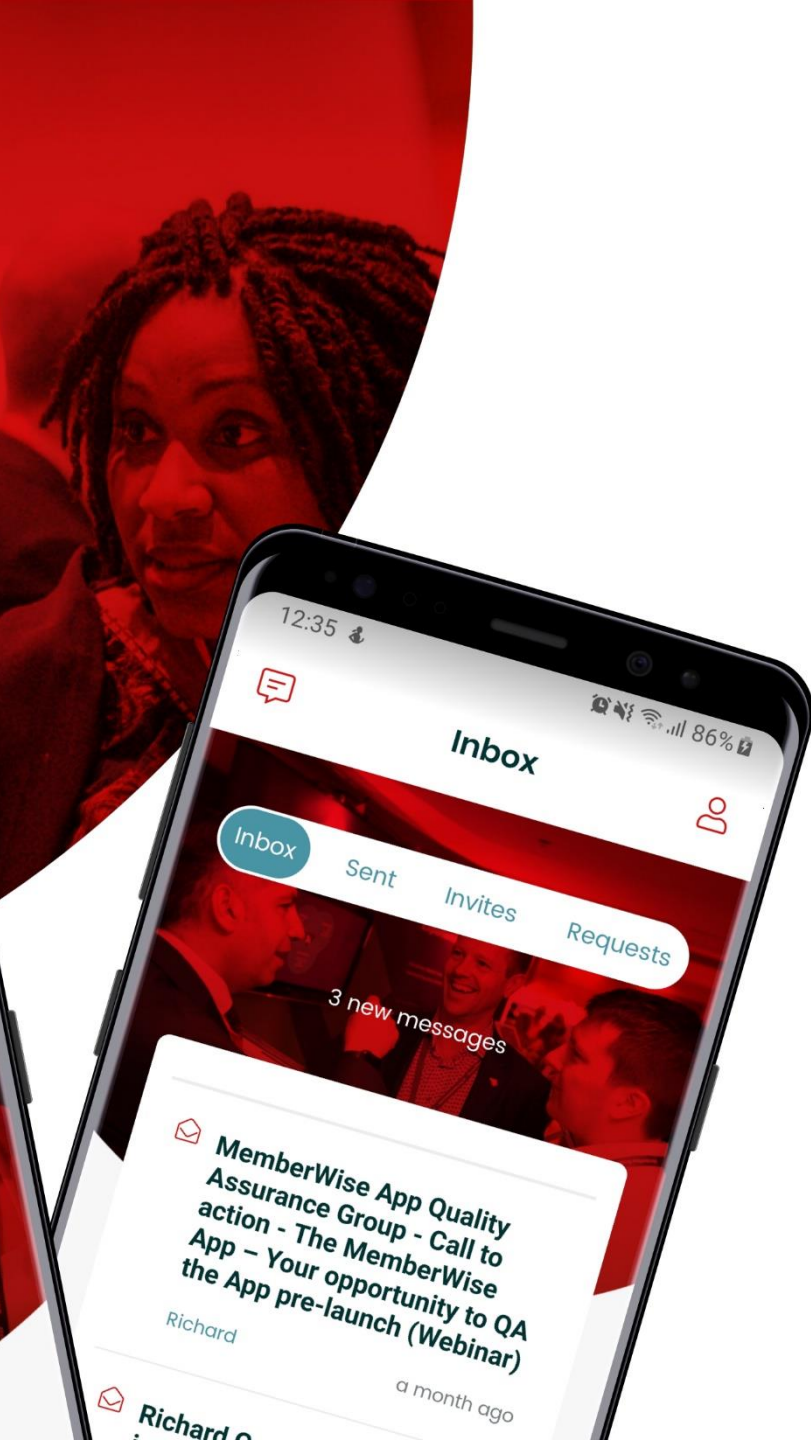
Online Community – Your Digital Strategy

Iteration is key to staying current

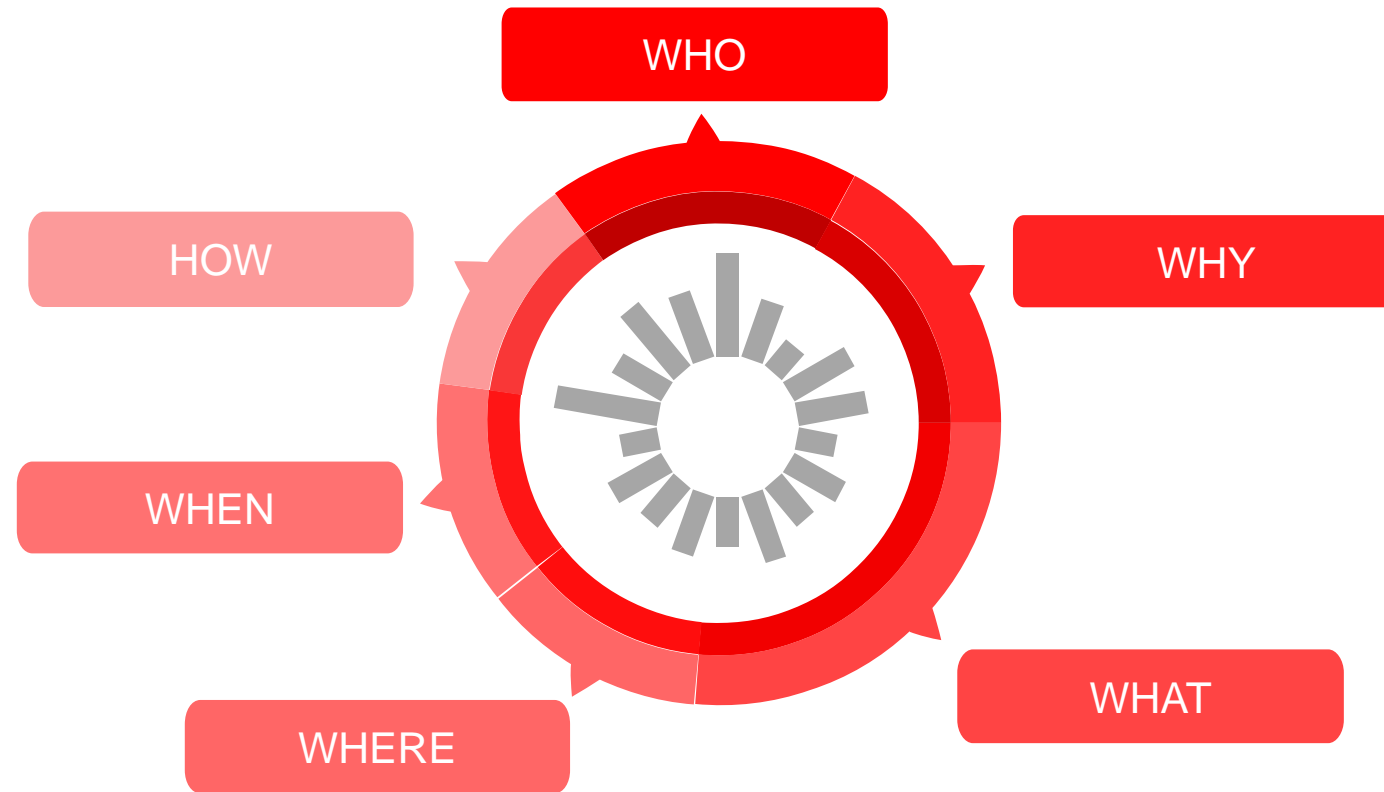
- Iterative change vs. “digital transformation”
- Pace of technological change challenges many membership bodies
- Vendors as partners in digital evolution



Introducing our online professional community



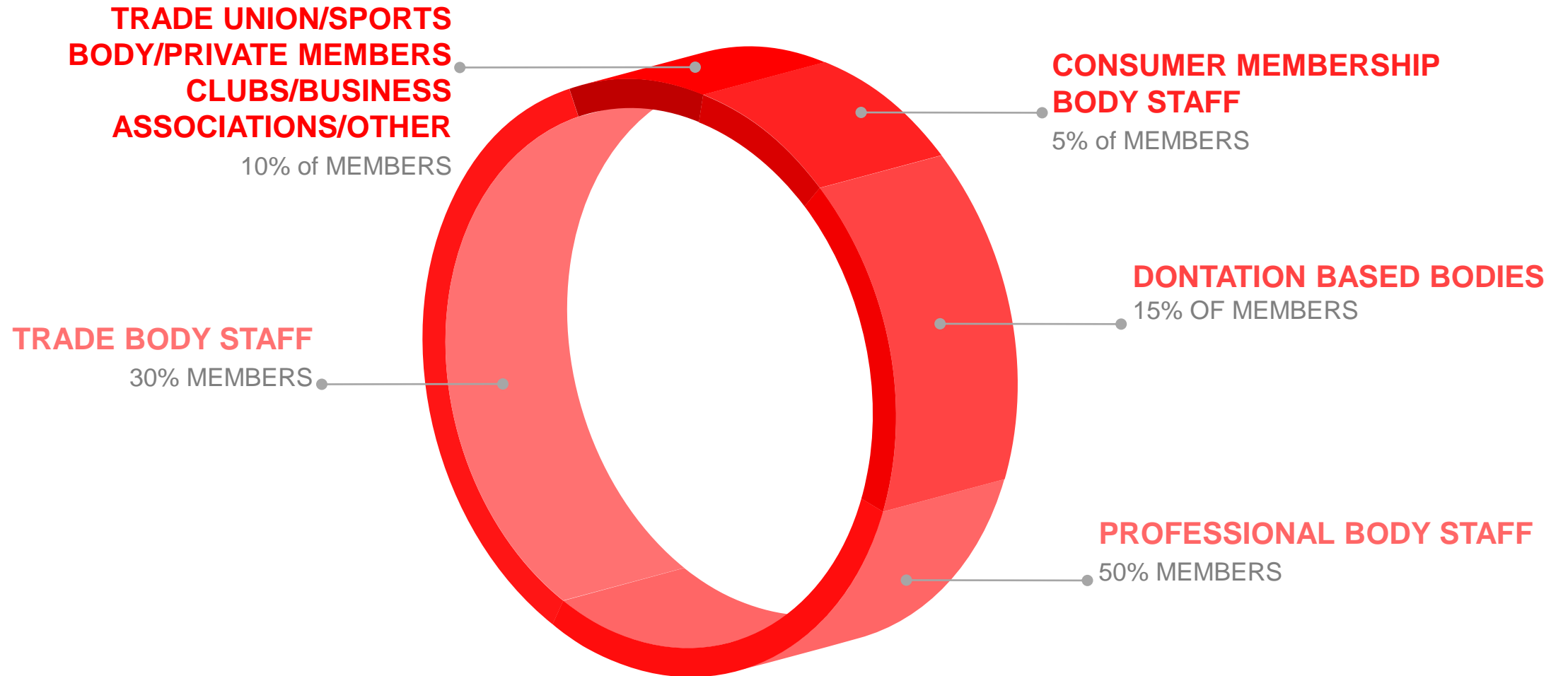
Online Member Communities



WHO

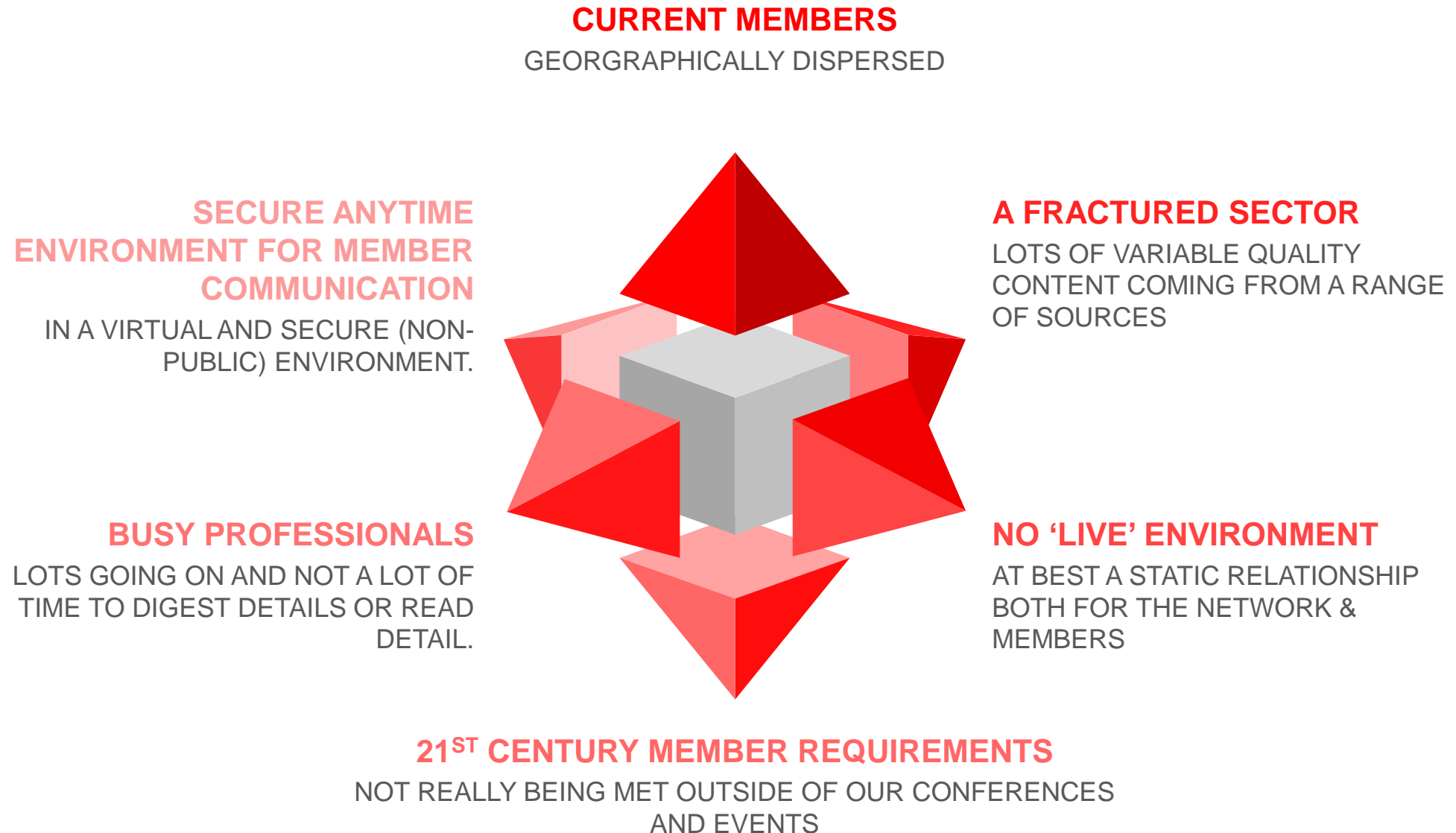
#KEYSEGMENTS

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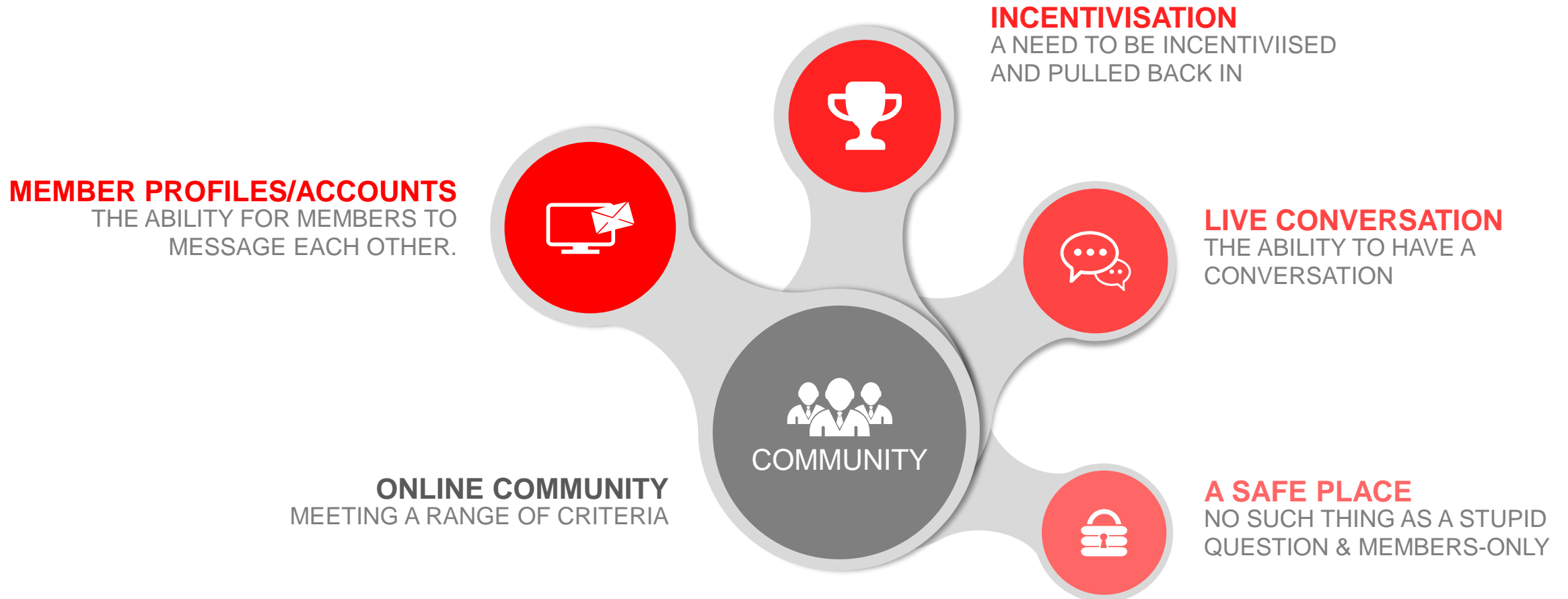
WHY – A multi-faceted reality

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WHAT #ONLINECOMMUNITY

15



ONLINE COMMUNITY

4,600 STRONG



9,330 DISCUSSION
POSTS

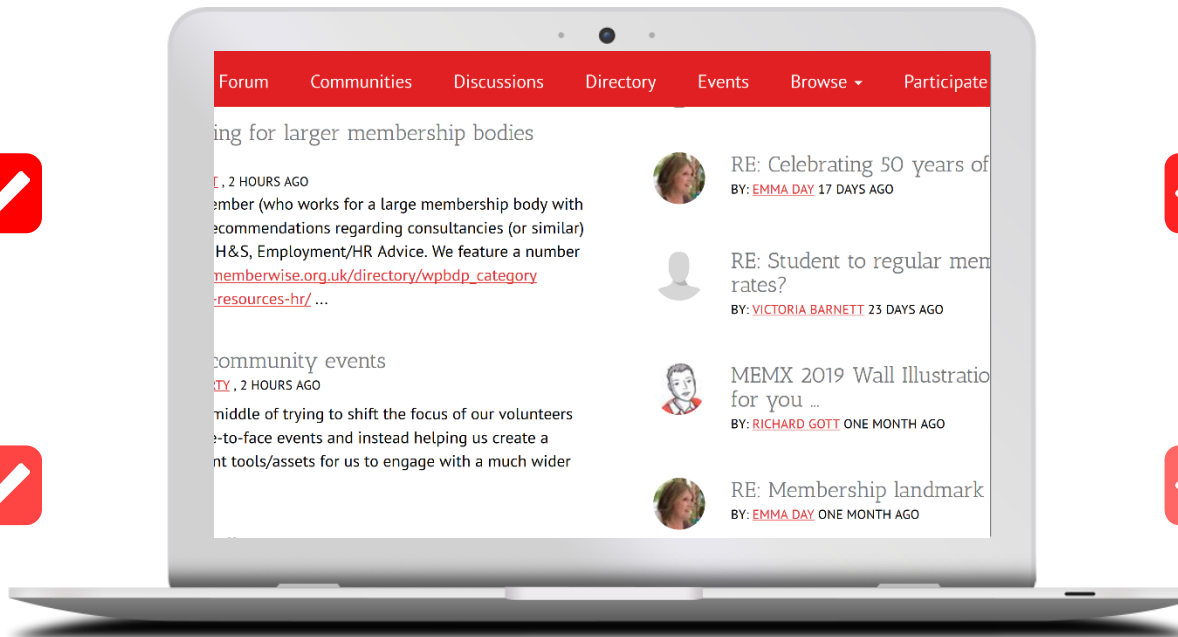
SUB-COMMUNITIES

CPD Intelligence Group



CROSS-MEDICAL
ROYAL COLLEGE
GROUP

ULTIMATE GUIDE TO
MEMBER RETENTION



ONLINE DIRECTORY

MEMBERS CAN
SEARCH FOR EACH
OTHER



LIVE STREAMING

- VIDEO CHANNEL
- JOBS BOARD
- BLOG



During COVID-19

Coronavirus Hub

Free Practical Help and Support

We've compiled a comprehensive programme of help/support to enable you to continue to optimise membership-focused activity during this challenging time.

When looking for Coronavirus advice for membership organisations, remember, your members are judging you (and) on your smart actions. This will have an immediate impact on member value/engagement and will have a future impact on member retention. You need to act now.

Here's a range of tools and resources that will guide you (in your role as a Membership/Association Professional) with immediate practical help and support:

Free Resources

- 1) General Coronavirus (COVID-19) Membership Body Advice (Blog Article)
- 2) Webinar Programme (Latest Webinar above / Recorded Webinars here)
- 3) COVID-19 General Membership Best Practice Series Videos (Go to the MemberWise Video Channel)
- 4) General Virus Guidance Notes

- COVID-19 Guidance – Suggested Approaches (Go to the COVID-19 General Community Library)
- General General Guidance & General Advice – Suggested Approaches (Go to the MemberWise General Library)

- 3) Information on our national conference, MPA 2020 (Joining place on 1st October)
- 4) Immediate general guidance, support and advice (Go to MemberWise Connect)
- 5) Practical help/advice via national articles (Go to the MemberWise Blog)
- 6) Working from home, right now: During a pandemic webinar (delivered by Claire Nicol)
- 7) Regular newsletters and updates (please see subscribe here)

Links Links

- UK Government/Charity Commission Statutory Guidance – Charitable Membership Bodies (24/04/20)
- MPA Guidance for Charities

Our Approach

It is critical that we all maintain up member-focused help/support during this challenging period, so please do take an active role as a MemberWise Network Member.

Please support the MemberWise Network to address its member body issues (don't assume they are part of, or aware of, our professional network).

Remember – You are not alone, so please use and harness our growing professional network to drive membership engagement, value and growth during this challenging time.

Richard Gott
MemberWise Network Chair and Founder

Webinar Programme

Webinar: In Conversation with David Trickett, CEO
11 April @ 11:00 am – 12:00 pm

Webinar: In Conversation with Richard Lambert, NLA
11 April @ 11:00 am – 12:00 pm

Webinar: In Conversation with Claire Nicol
11 April @ 11:00 am – 12:00 pm

Webinar: In Conversation with Richard Gott
11 April @ 11:00 am – 12:00 pm

- A key element of our COVID-19 Hub
- Live networking & benchmarking to continue
- Increase in numbers (double the number of joiners)
- Join today - <https://connect.memberwise.org.uk>

Thread Subject	Replies	Last Post	Community Name
CRM Systems	2	an hour ago by Will Richardson	All Member Forum
Membership price point	2	an hour ago by Darcy Myers	All Member Forum
Member wellness	1	2 hours ago by Claire Nicol Original post by Jesse Date	All Member Forum
Covid-19 Direct Debit Cancellation Peak	2	2 hours ago by Claire Nicol Original post by Emma Day	All Member Forum
Calculating Membership Projections/Issues following COVID-19 Impact	0	3 hours ago by Richard Gott	All Member Forum
Training in hosting a virtual conference	6	6 hours ago by Bevley Gormley	All Member Forum
Informal Intel - HMRC Furlough Scheme Details to potentially come (not formally confirmed but from a solid source)	0	16 hours ago by Richard Gott	All Member Forum
Virtual Networking Event for Members	8	20 hours ago by Marvose Okeke	All Member Forum
Membership price structure - International vs Domestic fees	5	22 hours ago by Alastair Barr Original post by Nigel Joseph	All Member Forum
What are your immediate priorities & challenges?	3	yesterday by Greg Hine Original post by James Roberts	All Member Forum
Introduce Yourself Here	312	yesterday by Kerry Wiggins Original post by Richard Gott	All Member Forum
Code of Conduct for Online Meetings	13	yesterday by Darcy Myers Original post by Tracey Shelley	All Member Forum
Considerations for for-profit or industry members in network?	8	yesterday by Rosaleen Owen	All Member Forum



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Welcome Back,
Richard Gott

Profile Completion

95%

[UPDATE MY PROFILE](#)

[START A DISCUSSION](#)

[VIEW EVENTS](#)

[MY CONTACTS](#)

[MY CONTRIBUTIONS](#)

ARE YOU READY
to experience MemberWise?



[More about our growing network conferences & events...](#)

Latest Discussion Posts [ADD](#)

RE: Your Membership Organisation & the Coronavirus ...

BY: [CLARE BOTT](#) , 2 DAYS AGO

Thank you Richard, timely and helpful. ----- Clare Bott
Director of Marketing CIBSE - Chartered Institution of Building Services
Engineers -----



RE: Podcast development

BY: [VIK IYER](#) , 2 DAYS AGO

Hi Gordon, I am currently looking into developing podcasts and wondered if
you could ping me Neil's details? ----- Vik Iyer Digital
Content Strategist Institute and Faculty of Actuaries London
----- ...



RE: Your Membership Organisation & the Coronavirus ...

BY: [JESS GALLACHER](#) , 2 DAYS AGO

Latest Shared Files



A new statutory UK Marketing Code of Practice 2020

BY: [PAUL DAWSON-HART](#) ONE MONTH AGO

Verified Case Study - Generating Unique Member Content ...

BY: [RICHARD GOTT](#) ONE MONTH AGO

Membership events do not exist in isolation – they need to reflect what is
going on outside the conference ...



RE: General training on membership organisations and ...

BY: [EMMA DAY](#) 2 MONTHS AGO

Next Generation Member Benefit Evaluation Tool (2019 ...



All Member Forum

[member](#)

last person joined one year ago

DISCUSSIONS 5.6K

LIBRARIES 97

MEMBERS 4.6K

AMS Procurement & Selection Reference Group

[admin](#)

last person joined 2 months ago

DISCUSSIONS 6

LIBRARIES 0

MEMBERS 7



MemberWise Tags

[AMS](#)[Database](#)[CRM](#)

CiviCRM User Group

[admin](#)

last person joined one month ago

DISCUSSIONS 10

LIBRARIES 2

MEMBERS 19

Continuing Professional Development (CPD) Intelligence Group

An online community for professionals (at all career levels/stages) who involved with planning, delivering, reviewing and/or measuring continuing professional development (CPD) opportunities for members (including learning/eLearning, qualifications and professional standards).

DISCUSSIONS 188

LIBRARIES 0

MEMBERS 100



charlotte.davies@biid.org.uk
020 7628 0255 work

Marketing Manager
8 Bonhill Road
London



Chris Davies
chrisd@bsac.com

British Sub-Aqua Club
Project Manager

SEND MESSAGE

ADD AS CONTACT



Gareth Davies
gareth.davies@rcem.ac.uk


Royal College of Emergency Medicine
Membership Manager

SEND MESSAGE

REMOVE CONTACT



Gareth Davies
daviesg@rsc.org
01223432464 work

Royal Society of Chemistry
Membership Development and
Recruitment Specialist
 290-292 Milton Road, Science Park
Please select
United Kingdom

SEND MESSAGE

REMOVE CONTACT

How

#POTTEDHISTORY

22

BESPOKE REPLACED BY INDUSTRY STANDARD

MORE OPTIONS COME ON THE MARKET
MORE ADVANCED AUTOMATION
MORE SOPHISTICATED TOOLS

ONLINE ENGAGEMENT FOCUS

ASSOCIATIONS NEED TO TAKE A MORE
SOPHISTICATED APPROACH WITH THE
RIGHT KIT.

SHIFT TO ONLINE RELATIONAL APPROACH

STARTED TO FOCUS HEARTS AND
MINDS IN THE US

Our LinkedIn Group

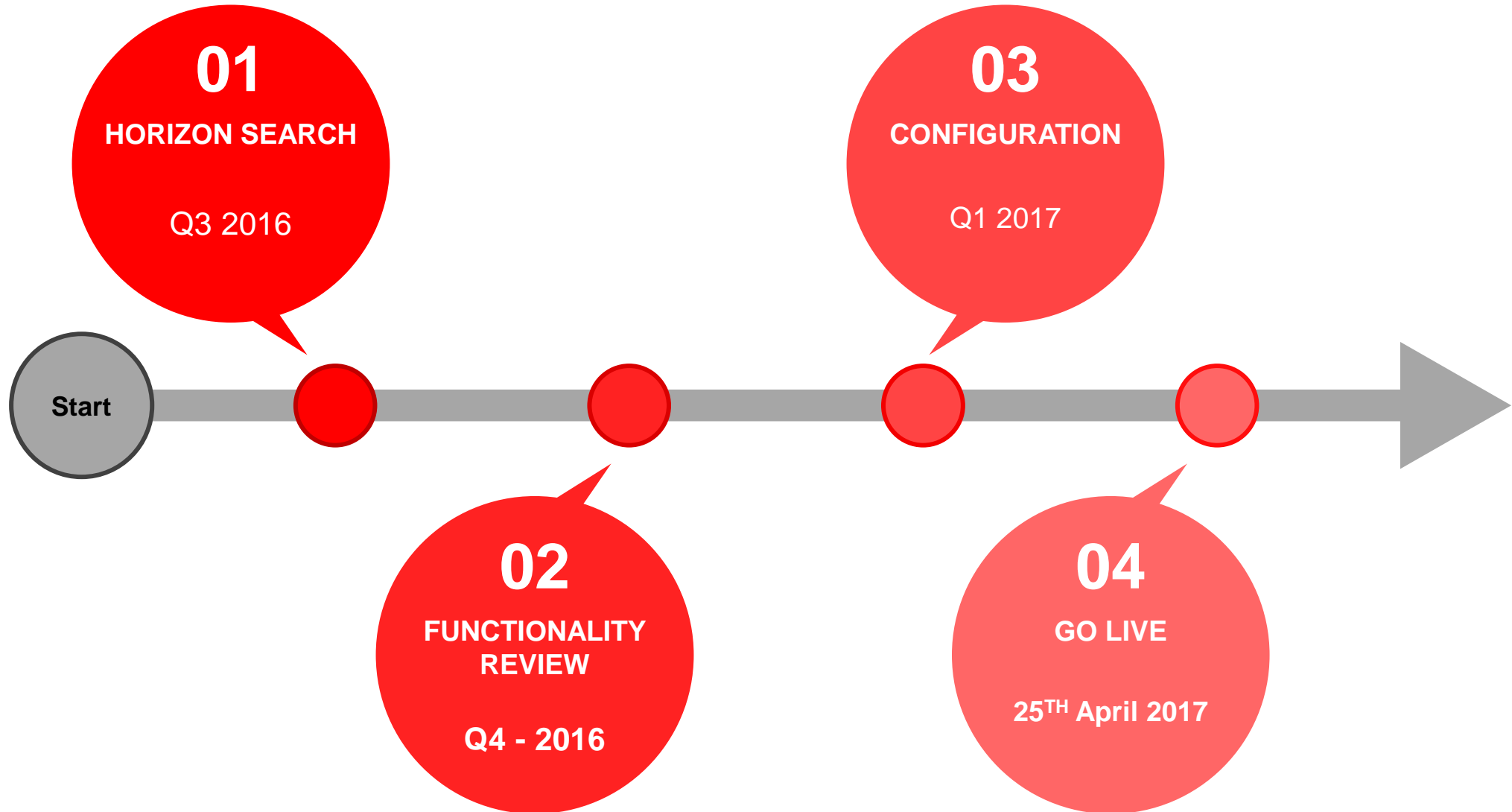
- OUR FIRST STEP
- BETTER THAN NOTHING
 - AT THE MERCY OF LI
- STARTED DYING IN 2015/16

Legacy Products Didn't Cut it

- MANY ASSNS SOLD FALSE PROMISE
- YOU WILL BE ABLE TO SELL ADVERTISING
- YOU WILL BE IN CONTROL
- MANY TRIED / MANY FAILED
- THE KIT DIDN'T PULL MEMBERS BACK IN

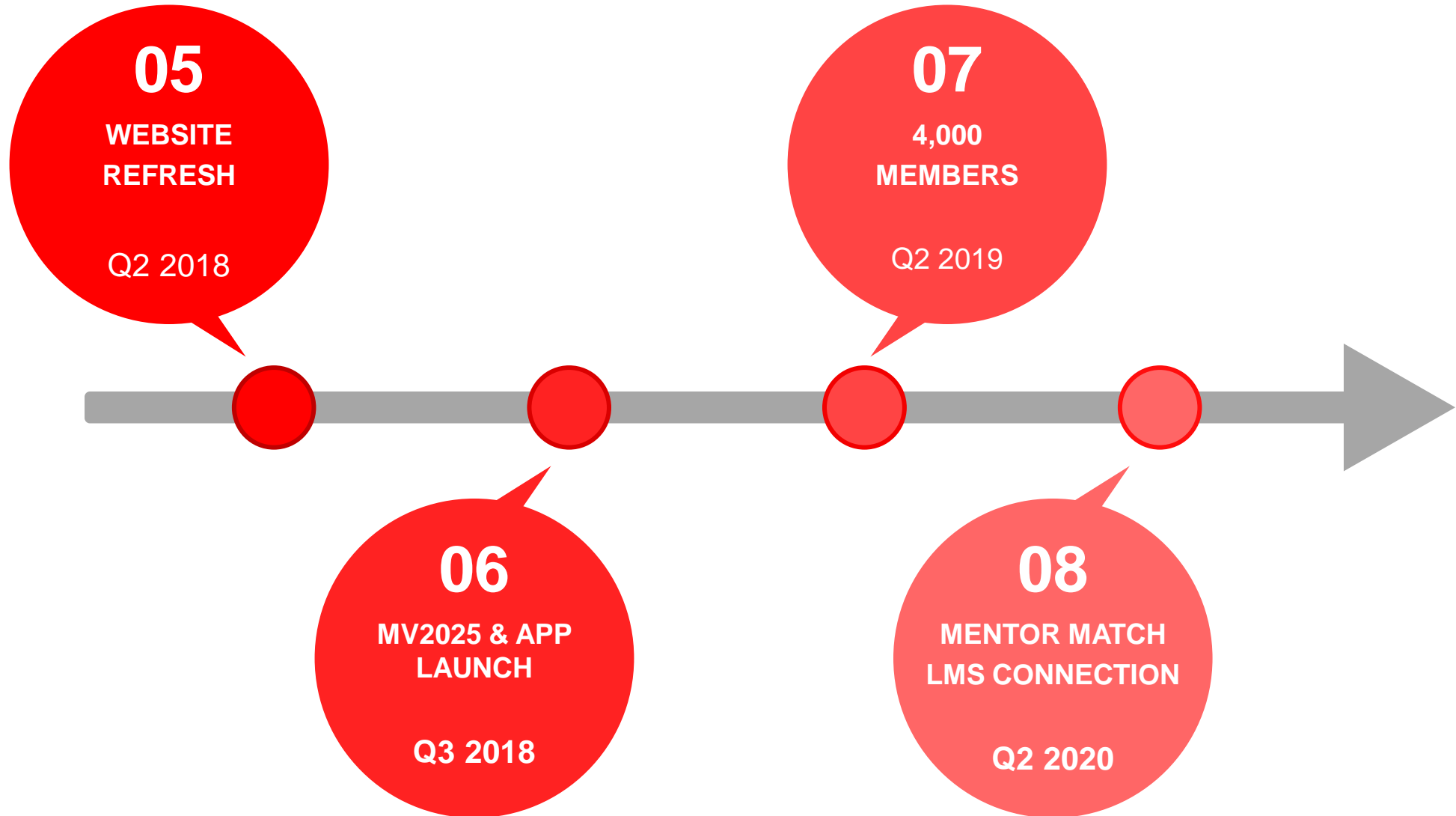
WHEN

23



WHEN

24

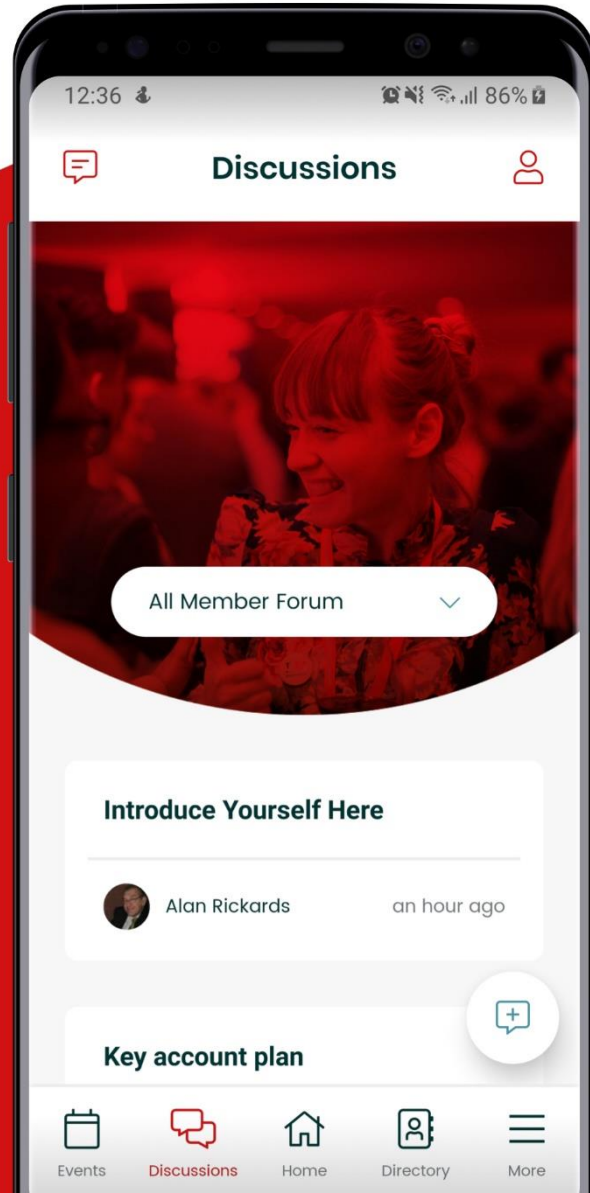


Browse the discussions
you're a part of.

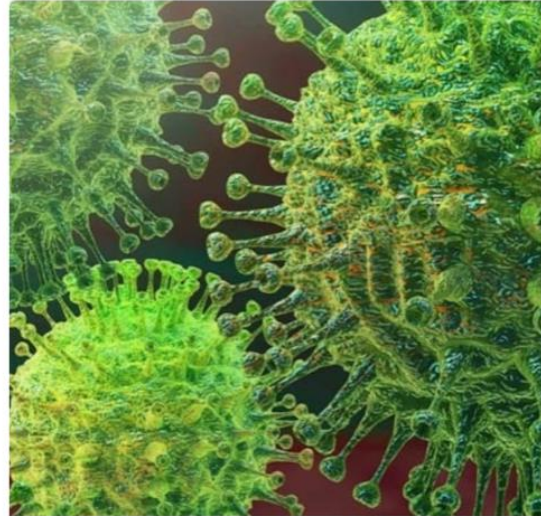


Let's talk about our Mobile App

Have you downloaded it?



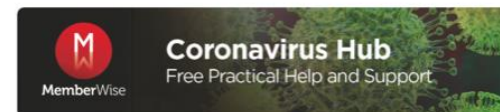
MemberWise Launches dedicated Coronavirus Hub



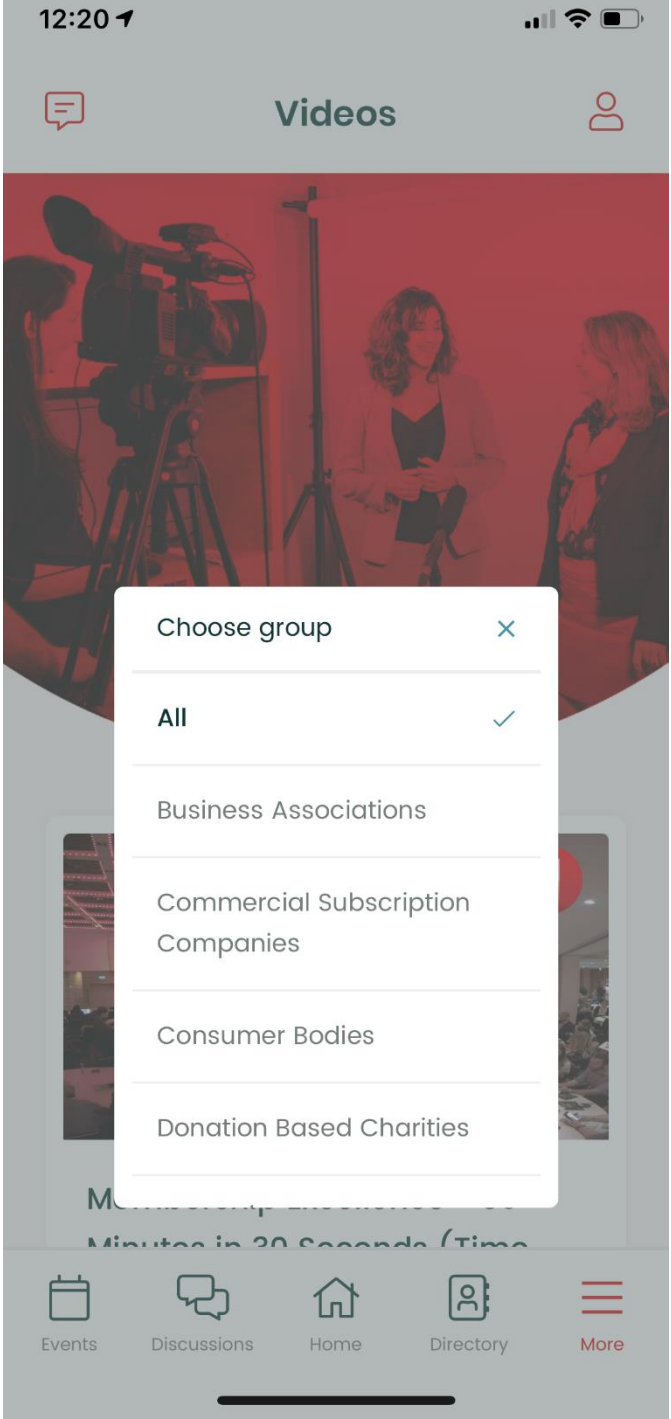
Monday 6 April 2020

Categories

Memberwise



Due to the current Coronavirus situation we have compiled a comprehensive programme of help and support to optimise your membership focused activity.





Jobs



Keyword



Marketing and
Membership Coordinator

Full Time

IPFA

London

2 days ago



Head of Membership and
Marketing

Full Time

Charity Finance Group



Events



Discussions



Home




Directory





More

EXCLUSIVE

Coming Soon...



[Contact Us](#)
[Code of Conduct](#)
[MemberWise Network](#)





[Home](#)
[All Member Forum](#)
[Communities](#)
[Discussions](#)
[Directory](#)
[Events](#)
[Browse -](#)
[Participate -](#)
[Mentoring -](#)

Engage in Mentoring

Welcome! Our Mentor Match program reflects our commitment to you and your professional development. This unique online networking and career development tool helps you find, connect and share experiences with others. Your mentor or mentee can be in the same city or on the other side of the world. You can apply to our Mentor Match program in four simple steps:

1 START

Complete your [Memberwise Connect Profile](#). Make sure your contact information is up to date, add a recent professional profile picture, expand on your bio and import your education and job history information from LinkedIn. Having a complete and accurate profile is crucial to the success of selection and matching. Profile complete? Return back to this page and move on to step 2.

2 ENROLL

Are you looking to be a mentor or mentee? Perhaps both? Sign up:

[Enroll as a Mentor Match Mentor](#)

[Enroll as a Mentor Match Mentee](#)

Make selections for each of the program demographics to set your preferences. Demographics include topics, venue, specialties, career stage, and start/end date. Please note that some fields are required for enrollment. The more information you provide, the easier it will be to make the best match. Keep in mind in order to request a mentor or mentee, you must be enrolled in the program.

3 SEARCH

Use the [Mentor Program Directory](#) to input your search criteria. Start by selecting the topic(s) of interest which include:

- Sector
- Career Stage
- Communication Preference
- Specialties
- Involvement

Then go select the mentoring venue, career stage, specialties, name, and location. You can also take advantage of features to help you find and recruit matches:

- Track your mentoring relationships
- Participate in discussion forums on mentoring topics
- Search for helpful mentoring resources

4 CONNECT

Congratulations! You're all set. You completed steps 1-3 and are now ready for the fun stuff. Let the mentoring begin. Do one search or multiple searches. If you're unsure of the search criteria, select "Search for ALL of the selected values." The Mentor Match Program Directory will do the work for you and populate the

[Enroll as a Mentee](#)
[Find a Mentor](#)
[Enroll as a Mentor](#)
[Find a Mentee](#)
[Your Mentoring Relationships](#)
[Mentoring FAQ](#)

HOW WE PROMOTE

HOW WE PROMOTE

- Every new member receives 3 'calls to action' via an automated email generated on joining
 - 1) Join the Community*
 - 2) Download the App*
- We promote key conversations in our monthly newsletter
- We promote notable conversations on other social channels
- We promote the resource at our conferences and events
- We now send out segmented 'Push Notifications'



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Questions & Answers