



Best Practice Webinar Series

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

Facilitated with
Official Network Partner:





Best Practice Webinar Series

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



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



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

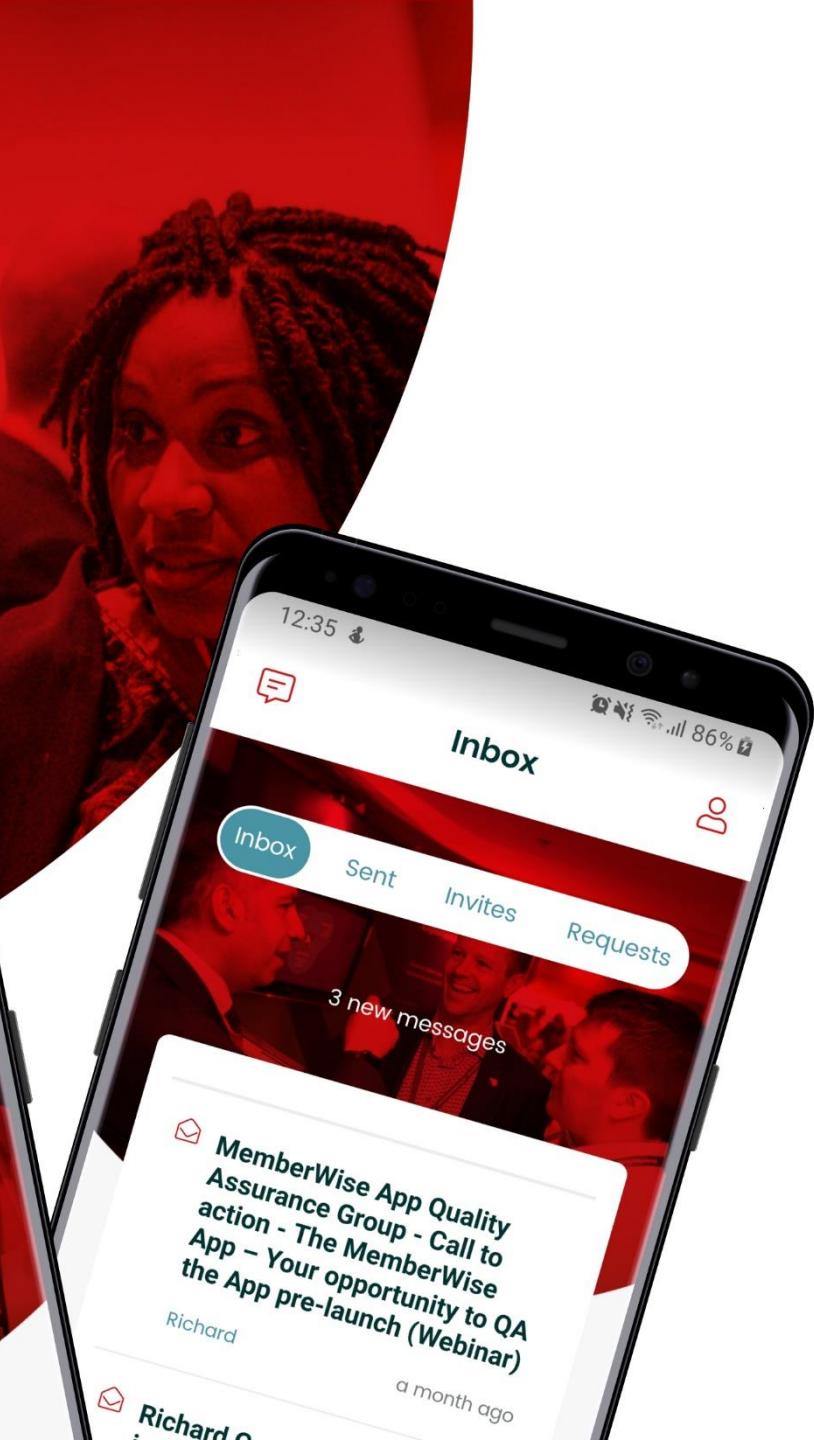
Iteration is key to staying current

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

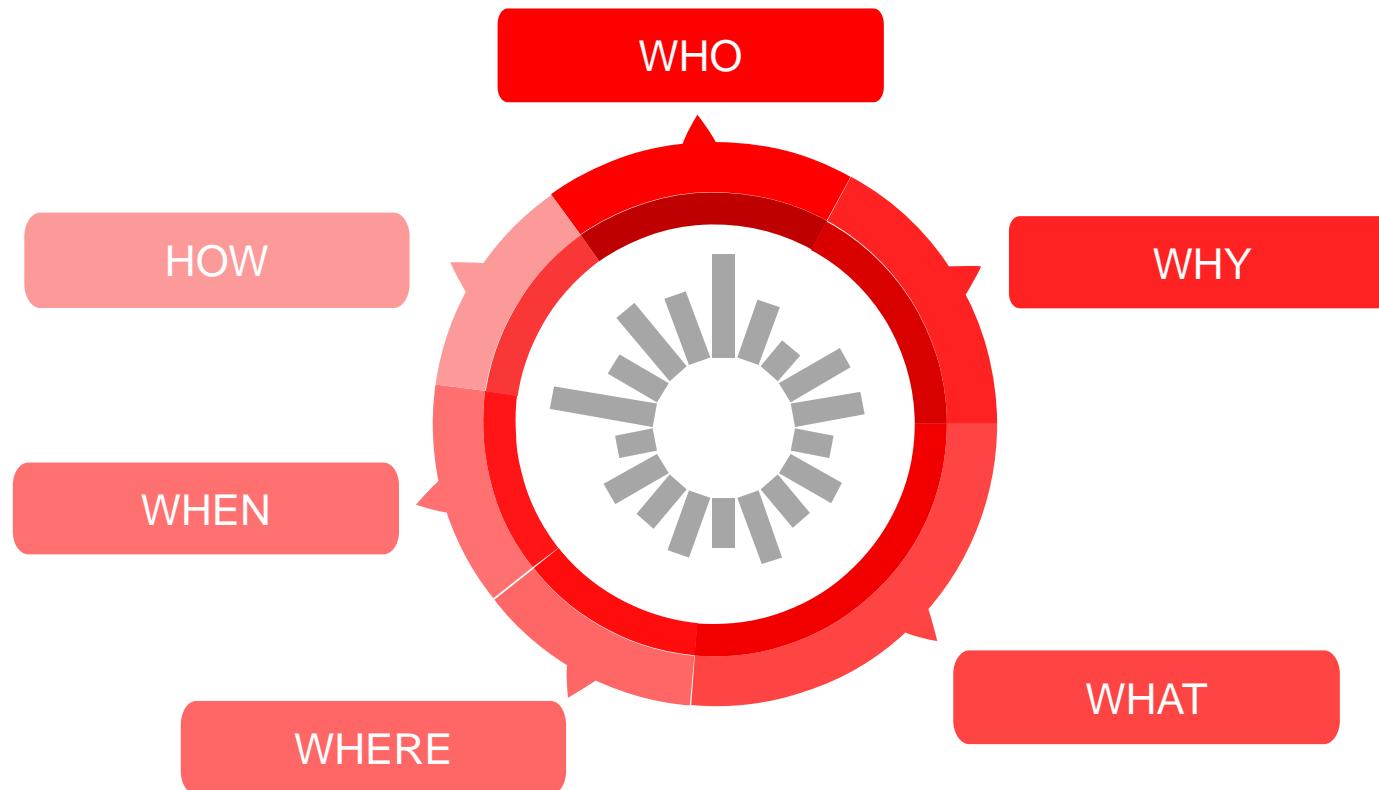


MemberWise
connect

Introducing our online professional community

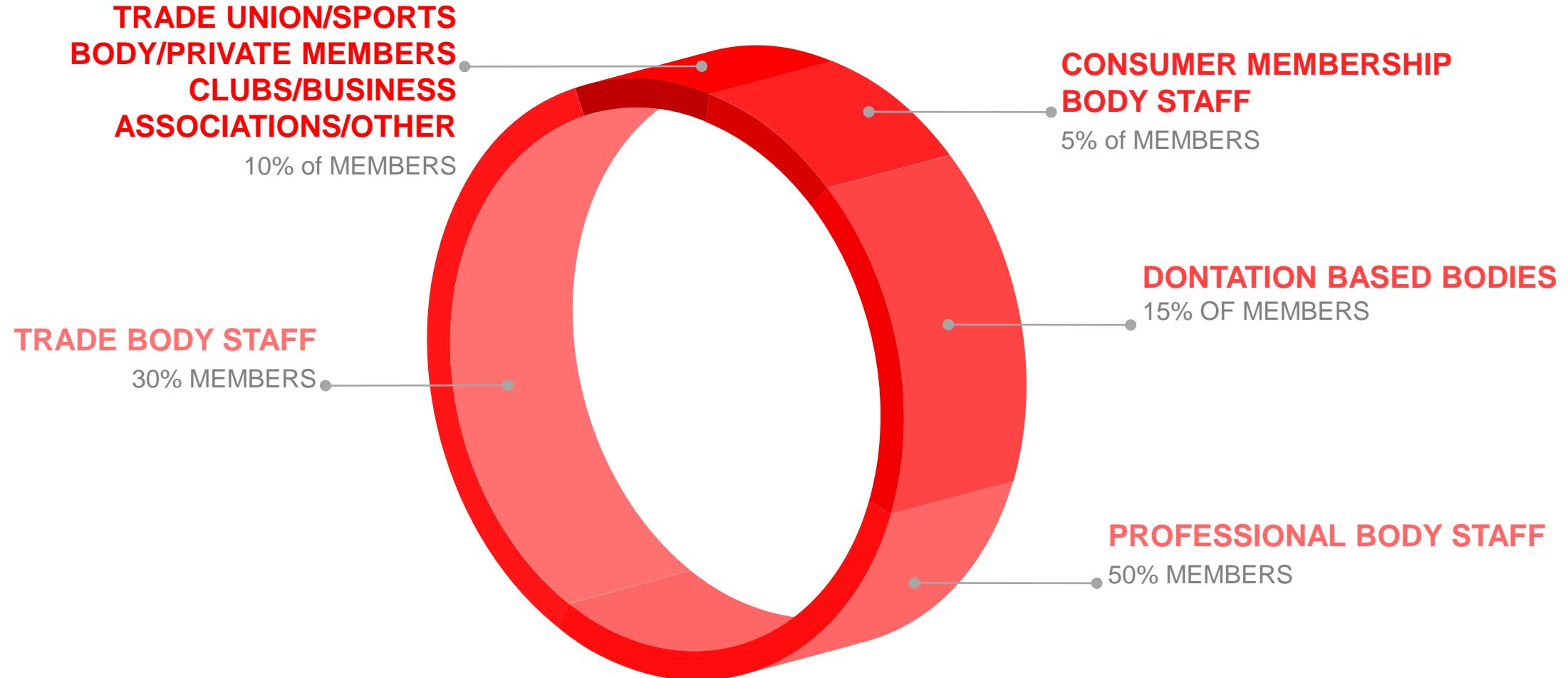


Online Member Communities



WHO

#KEYSEGMENTS



WHY – A multi-faceted reality

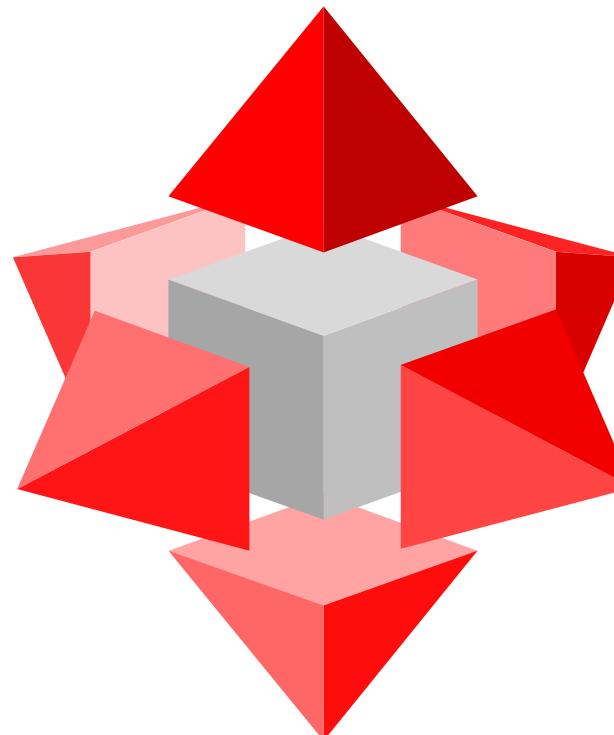
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CURRENT MEMBERS

GEORGRAPHICALLY DISPERSED

**SECURE ANYTIME
ENVIRONMENT FOR MEMBER
COMMUNICATION**
IN A VIRTUAL AND SECURE (NON-
PUBLIC) ENVIRONMENT.

BUSY PROFESSIONALS
LOTS GOING ON AND NOT A LOT OF
TIME TO DIGEST DETAILS OR READ
DETAIL.



A FRACTURED SECTOR
LOTS OF VARIABLE QUALITY
CONTENT COMING FROM A RANGE
OF SOURCES

NO 'LIVE' ENVIRONMENT
AT BEST A STATIC RELATIONSHIP
BOTH FOR THE NETWORK &
MEMBERS

21ST CENTURY MEMBER REQUIREMENTS
NOT REALLY BEING MET OUTSIDE OF OUR CONFERENCES
AND EVENTS

WHAT #ONLINECOMMUNITY

15

MEMBER PROFILES/ACCOUNTS
THE ABILITY FOR MEMBERS TO
MESSAGE EACH OTHER.



ONLINE COMMUNITY
MEETING A RANGE OF CRITERIA



COMMUNITY

INCENTIVISATION
A NEED TO BE INCENTIVISED
AND PULLED BACK IN



LIVE CONVERSATION
THE ABILITY TO HAVE A
CONVERSATION



A SAFE PLACE
NO SUCH THING AS A STUPID
QUESTION & MEMBERS-ONLY



WHERE

ONLINE COMMUNITY

4,600 STRONG



9,330 DISCUSSION
POSTS

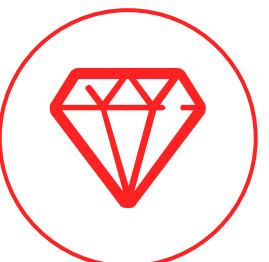
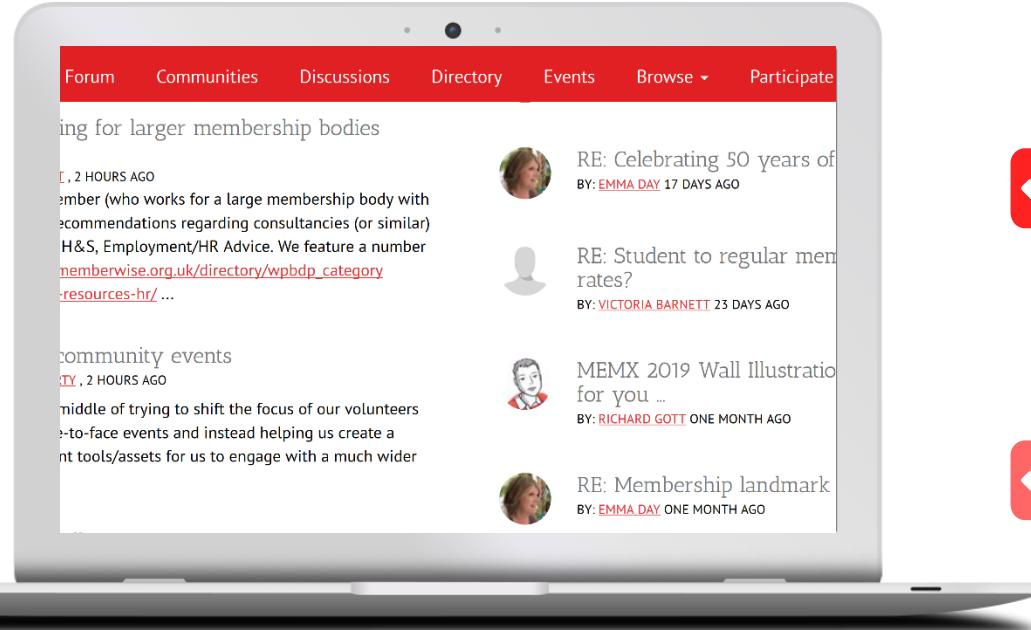
SUB-COMMUNITIES

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



Who compiled a comprehensive programme of help/tips to enable you to continue to engage in membership focused activity during this challenging time.

When looking for Coronavirus advice for membership organisations, remember, your members are looking you [you] on your communications. This will have an immediate impact on member issue 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 Ready Advice (Blog Article)
- 2) Webinar Programme (Latest Webinars above / Recorded Webinars here)
- 3) COVID-19 themed Handwriting Best Practice Series Videos (to the MemberWise Video Channel)
- 4) Corona Virus Guidance Notes

- CFO & Governance – Suggested Approaches (via the CFO Intelligent Community Library)
- Annual General Meetings & Governance – Suggested Approaches (via MemberWise Connect Library)

- 2) Information on our international webinars, 100+ 1000+ members taking place on 10th October)
- 3) Informal peer-to-peer help, support and advice via the MemberWise Connect
- 7) Practical Help/Hub – to all our members (to the MemberWise Help Hub)
- 8) Working from home, right now. During a pandemic, what's working? (via Working from Home)
- 9) Regular newsletters and updates (please see below for more)

Links

- UK Government Charity Commission Statement/Guidance – Charitable Membership Bodies Sector (24/04/20)
- NPO Guidance for Charities

Our Approach

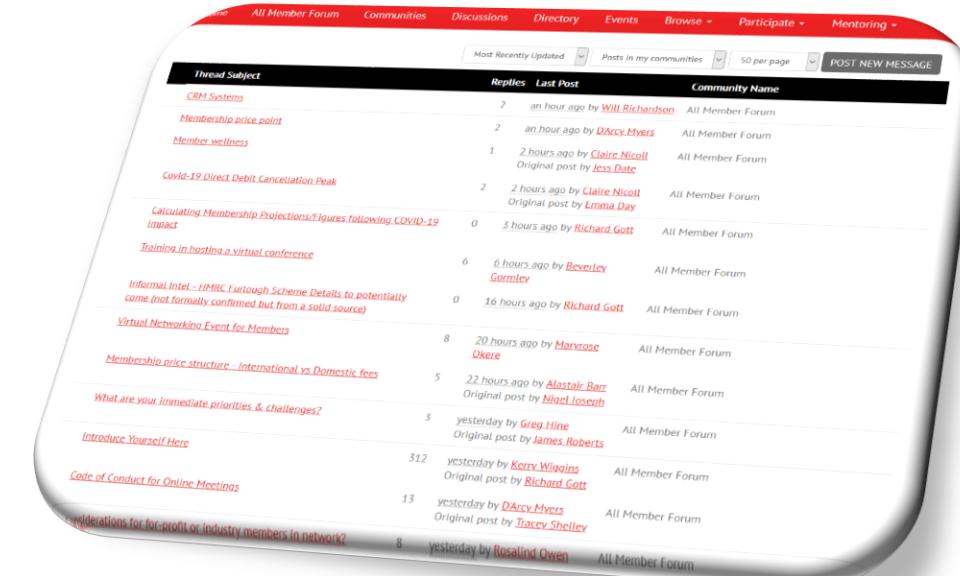
It is critical that we all now step up member focused help/tips during this challenging period, so please do take an active role as a MemberWise Network Member.

Please engage the MemberWise Network to colleagues in member facing roles (start assume they are open to, or aware of our professional members).

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





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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

 last person joined one year ago

DISCUSSIONS 5.6K

LIBRARIES 97

MEMBERS 4.6K

AMS Procurement & Selection Reference Group

 last person joined 2 months ago

DISCUSSIONS 6

LIBRARIES 0

MEMBERS 7

 MemberWise Tags   

CiviCRM User Group

 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

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BESPOKE REPLACED BY INDUSTRY STANDARD

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

Our LinkedIn Group

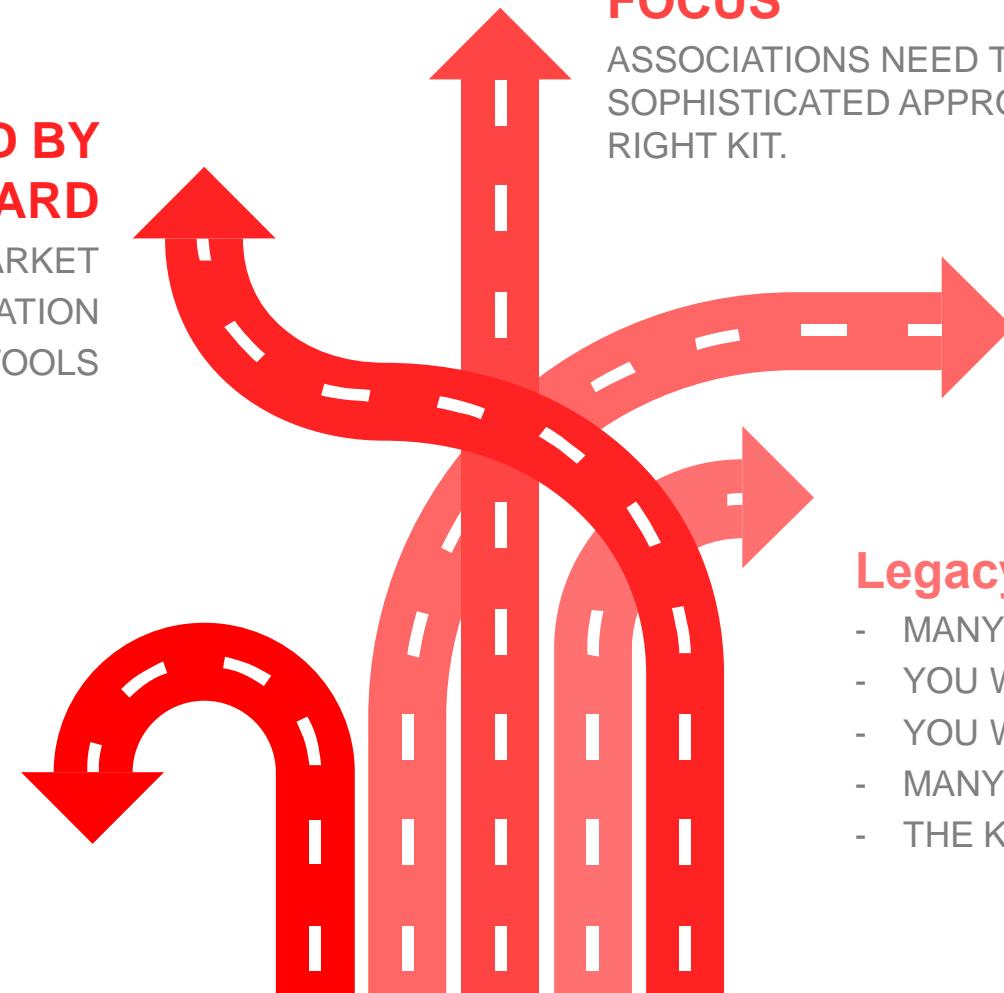
- OUR FIRST STEP
- BETTER THAN NOTHING
 - AT THE MERCY OF LI
- STARTED DYING IN 2015/16

ONLINE ENGAGEMENT FOCUS

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

SHIFT TO ONLINE RELATIONAL APPROACH

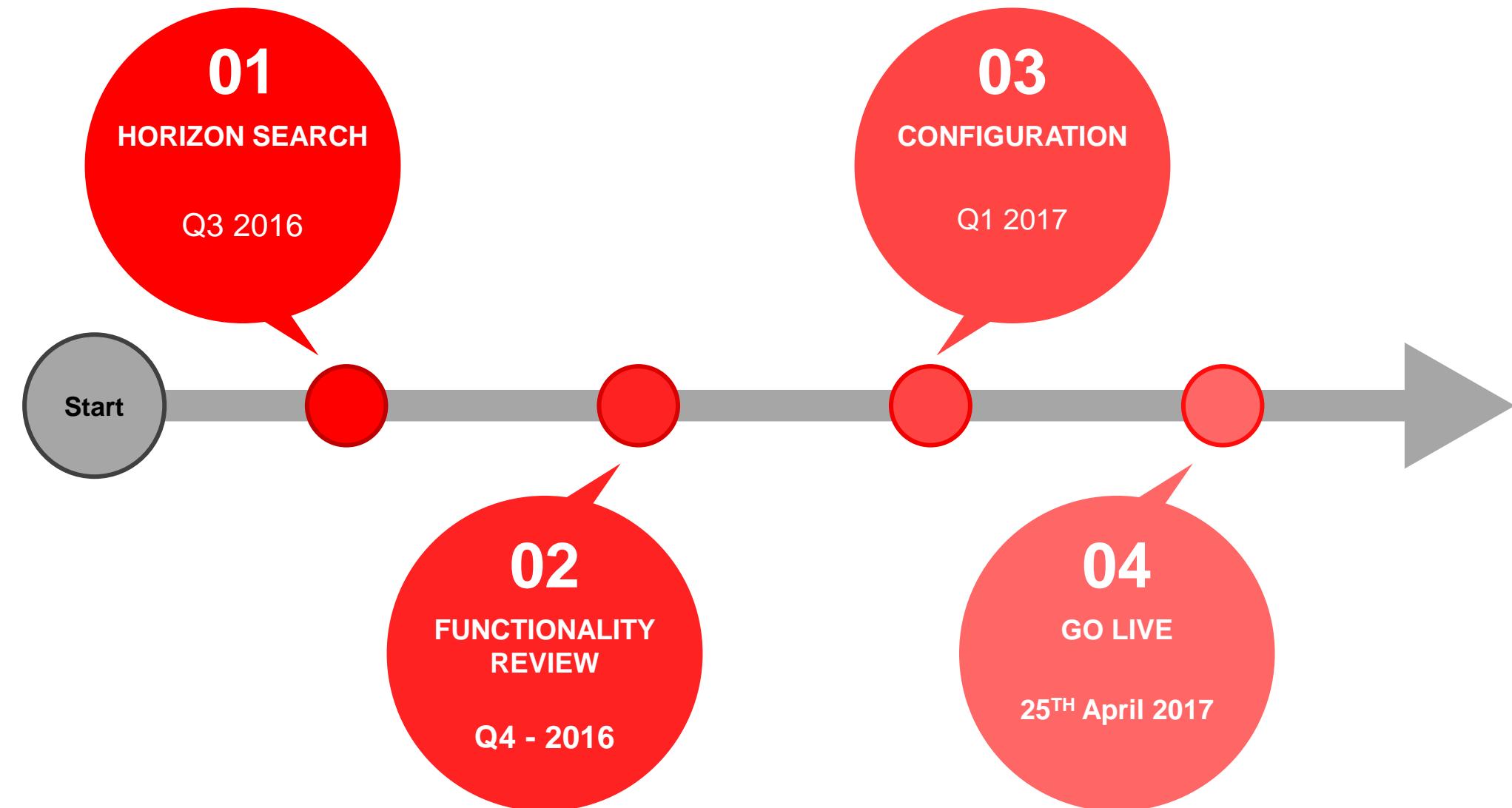
STARTED TO FOCUS HEARTS AND
MINDS IN THE US



Legacy Products Didn't Cut it

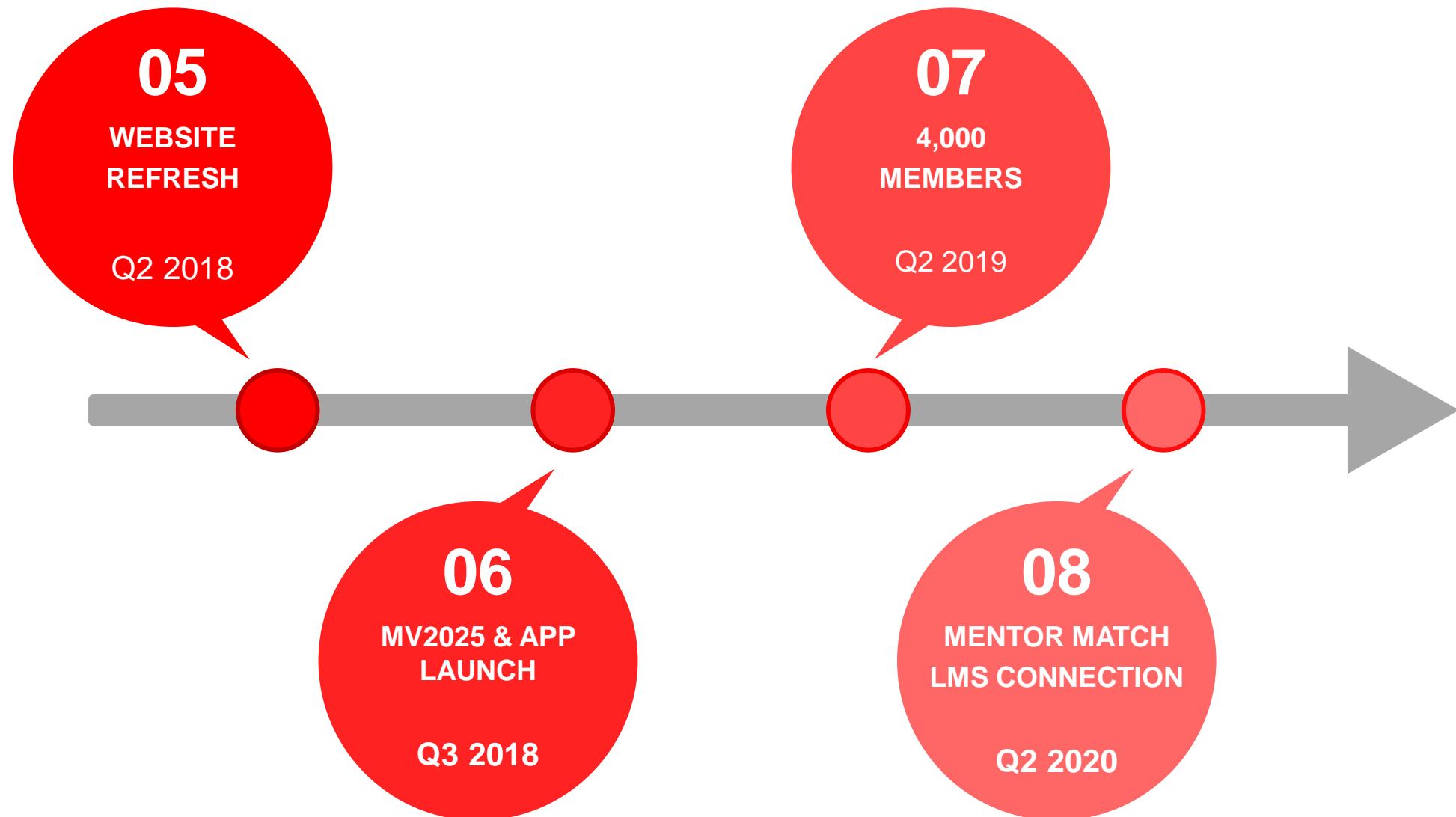
- MANY ASSNS SOLD FALSE PROMISE
- YOU WILL BE ABLE TO SELL ADVERTISING
- YOU WILL BE IN CONTROL
- MANY TRIED / MANY FAILED
- THE KIT DIDN'T PULL MEMBERS BACK IN

WHEN

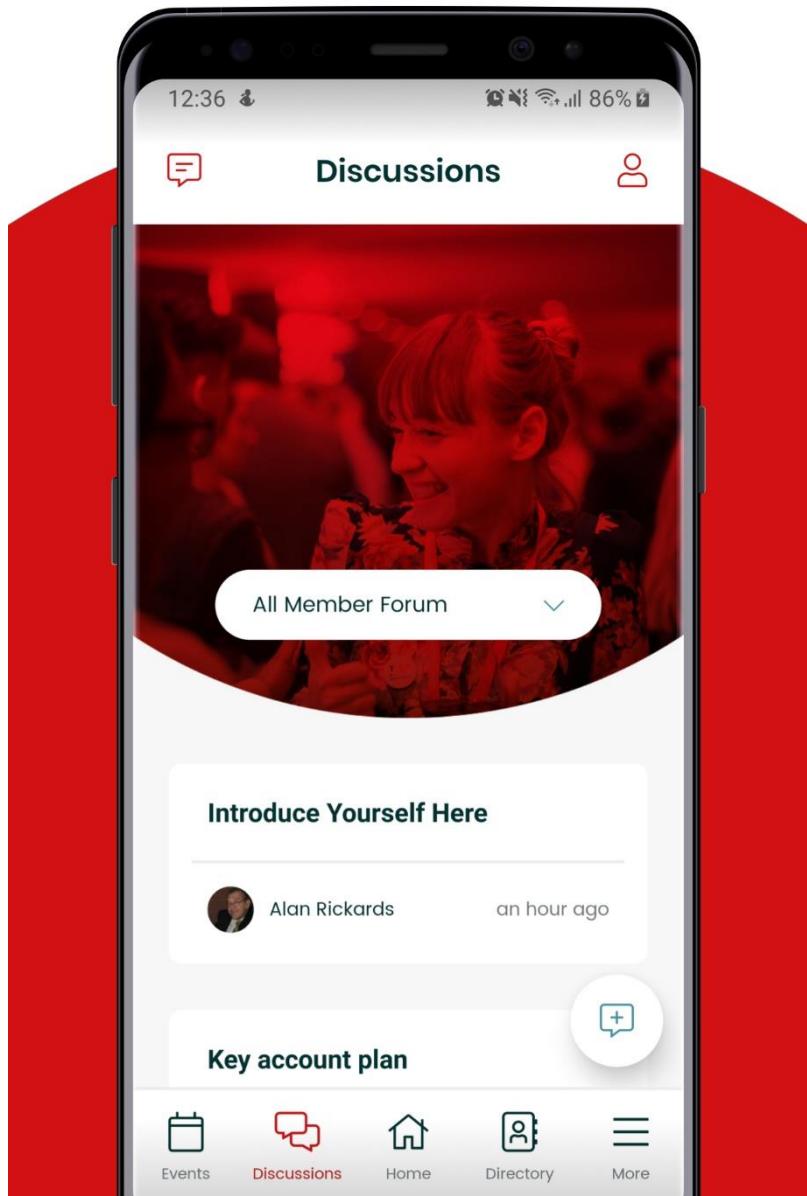


WHEN

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Browse the discussions
you're a part of.



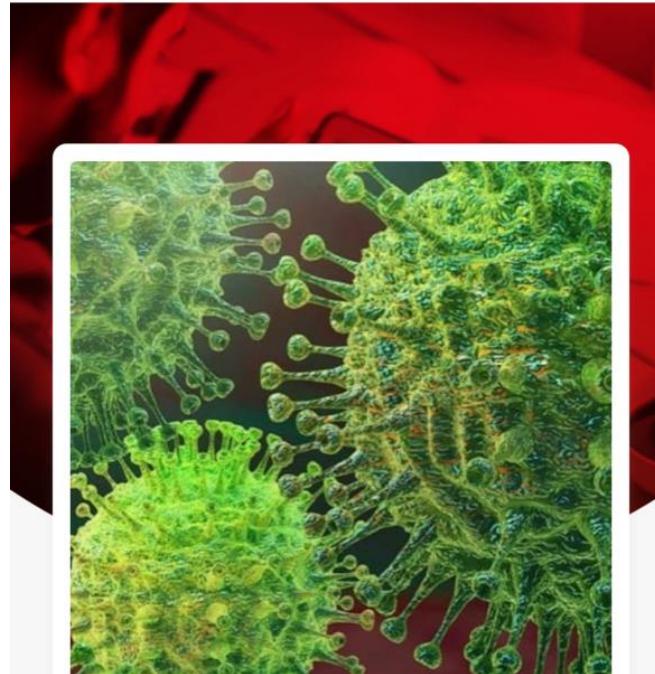
MemberWise
connect

Let's talk about our Mobile App

Have you downloaded it?



MemberWise Launches dedicated Coronavirus Hub



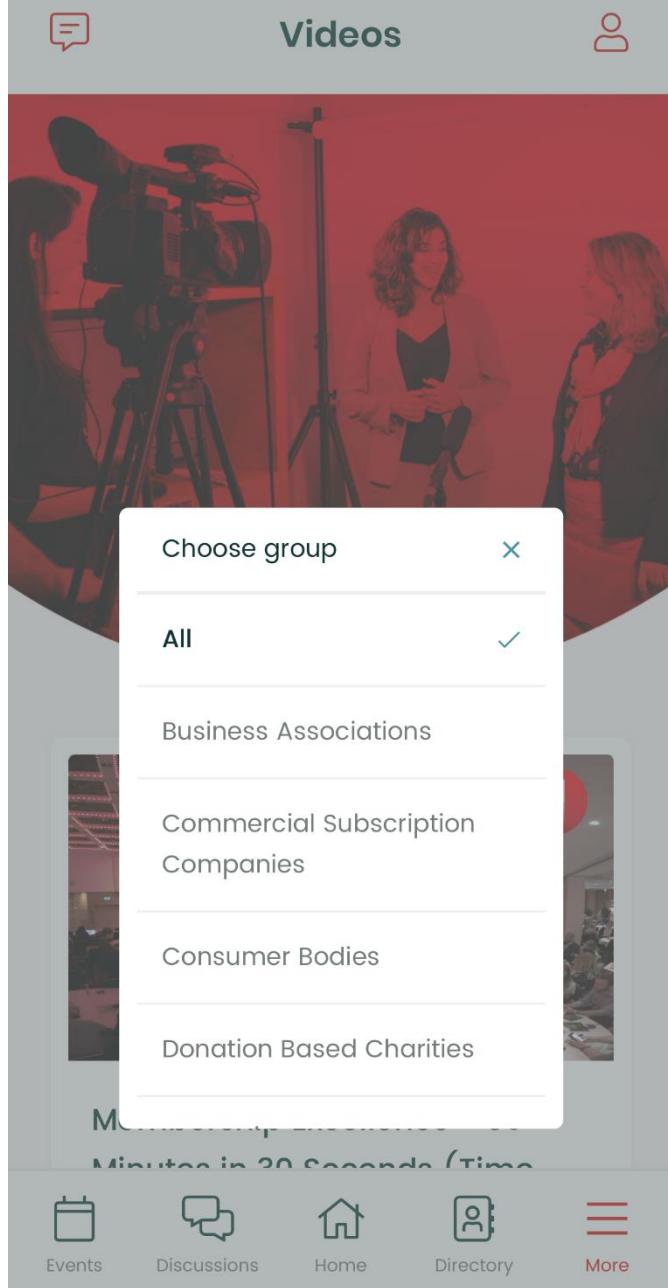
Monday 6 April 2020

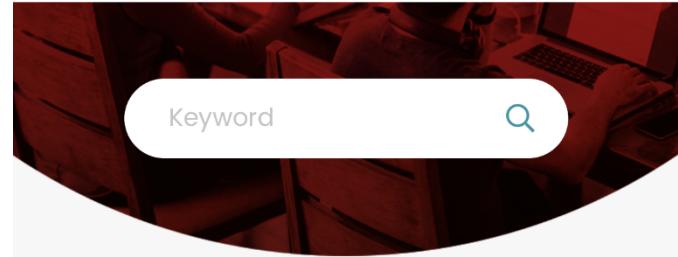
Categories

Memberwise



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







**Marketing and
Membership Coordinator**

Full Time

IPFA

London

2 days ago



**Head of Membership and
Marketing**

Full Time

Charity Finance Group



EXCLUSIVE

Coming Soon...


**MemberWise
connect**

[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'



MemberWise

Best Practice Webinar Series

Questions & Answers