



Strategies to Engage and Retain Your Member Base



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Brought to you by:



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Today's Agenda

Will members engage with the association after joining?	Do members find value in what the association offers?	Will members know how the association can assist them?
Are our online tools "easy" enough for the members to use?	Will they buy more from us? What? And how much?	What offerings are we missing?

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Question #1: Poll

Is engagement an active conversation within your organization?

- Yes
- No
- We have it all figured out

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Question #2: Poll

What is your organization type?

- Professional Association
- Trade Association
- Hybrid Association (both Professional & Trade)
- Other

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What is Member Engagement?

Not One Size Fits All

**Members are your food and water!
Which makes it EVERYONE'S JOB!!!**

Getting and keeping members truly engaged in the organization is critical for survival

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Simply Stated Definition

Simply put,
member engagement
is the ongoing interaction
between a **member** and **organization**
in exchange for meaningful value.

[2019 Membership Marketing Benchmarking Report](#) | Marketing General

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What is Member Engagement?

“It was once the case that *each association owned a small monopoly, providing the single best resource to everyone in their field. NO MORE. With the advent of 24/7 interconnectivity, anyone can set up shop and begin serving your members.*

– Fast Company

[2019 Membership Marketing Benchmarking Report](#) | Marketing General


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Examples of Engagement

every call	email	voicemail	message	social media
email open	customer service inquiry	forum	chat	education
meeting	committee	blog	member portal	website

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Bottom line...

IT'S ALL ENGAGEMENT

1. What's most important?
2. FOCUS
3. Renewal is a BI-PRODUCT of Engagement

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Am I Engaging My Members?

By the Numbers...



- Data is KING – you have to understand who you are representing
- Gut assumptions don't work!
- Data driven approach can lead to:
 - targeted surveys,
 - that can mold your personas,
 - and help navigate where to place your efforts



The illustration shows a stylized person with orange hair and a blue suit, holding up a large white cloud. Inside the cloud are various icons representing data and business: a bar chart, a line graph, a pie chart, a computer monitor, a person icon, a group of people, a magnifying glass, a flowchart, and a server rack. The background is a solid orange color.

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What data tells us...

INCREASED 62%	INCREASED 55%	INCREASED 54%	INCREASED 52%	INCREASED 50%	HOW HAS MEMBER ENGAGEMENT & PARTICIPATION CHANGED? <small>*AMONG INDIVIDUAL MEMBER ASSOCIATIONS</small>
 PARTICIPATION IN YOUR PUBLIC SOCIAL NETWORK	 PARTICIPATION IN YOUR YOUNG PROFESSIONAL PROGRAM	 PARTICIPATION IN YOUR PRIVATE SOCIAL NETWORK	 NUMBER OF VISITS TO MEMBERS-ONLY SECTION OF WEBSITE	 ATTENDANCE AT WEBINARS	

Source: 2019 Membership Marketing Benchmarking Report Infographic; Marketing General

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FOCUS: Be Member Driven (Customer)



Many organizations only try and serve members needs...

Remember:

A non-member is just an individual who hasn't yet joined!

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FOCUS: Value Proposition

HOW COMPELLING IS YOUR ASSOCIATION'S VALUE PROPOSITION TO YOUR MEMBERS?



TOTAL OF 687 ASSOCIATIONS SURVEYED

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FOCUS: Value You Provide

- What is the value you provide?
- Offer as many benefits as possible:
 - Affinity programs
 - Discounts
 - Affiliated organizations – associations with similar interests and purposes are joining efforts



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Question #3: Chat

What benefits have your organization found to be the most successful?

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FOCUS: Onboarding

- Teach Them!
- You don't know, what you don't know
- First Impressions MATTER
- Make a personal connection
- LISTEN & PLUG IN



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How Can I Boost Engagement?

- Personalize Content
- Boost RELEVANT Communication
- Build a Community
 - Online Community
 - Online Forums
 - Volunteer Opportunities
 - Blog
 - Surveys
 - Social Media



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Question #4: Poll

Which social media platform has created the most engagement?

- Facebook
- Twitter
- Instagram
- LinkedIn
- Other
- None... we hate social media

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Importance of Training

For most organizations quality educational opportunities are one of the top three reasons for joining and maintaining their membership

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#1 Networking with others in the field
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#2 Learning Best Practices
- 

#3 Accessing specialized and/or current information

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Creating Differentiated Training Opportunities

- Quality
- Just-in-time
- One of a kind
- Easy to Use Solutions
- Creating a memorable experience
- Multiple modalities
- Networking opportunities



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Question #5: Poll

Where does access to “quality educational opportunities” rank for your members?

- Reason #1
- Reason #2
- Reason #3
- Education isn't important to our members
- Unsure
- None-of-the-above

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At the end of the day...

Engagement = Loyalty



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Resources

[Handout](#) | Click on the Resources Tab

[PowerPoint](#) | Click on the Resources Tab

[A New View of the Member Journey](#) | MemberSuite WhitePaper

[Building a New Member Onboarding Plan](#) | MemberSuite WhitePaper

[2019 Membership Marketing Benchmarking Report](#) | Marketing General Inc.

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THANK YOU

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