

Strategies to Engage and Retain Your Member Base





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Brought to you by:





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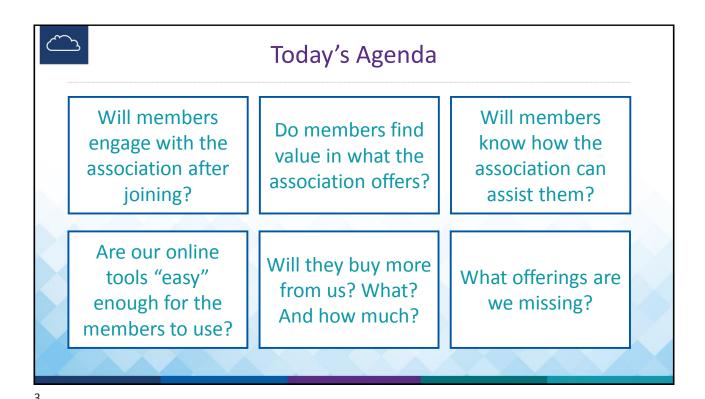
MemberSuite(3)



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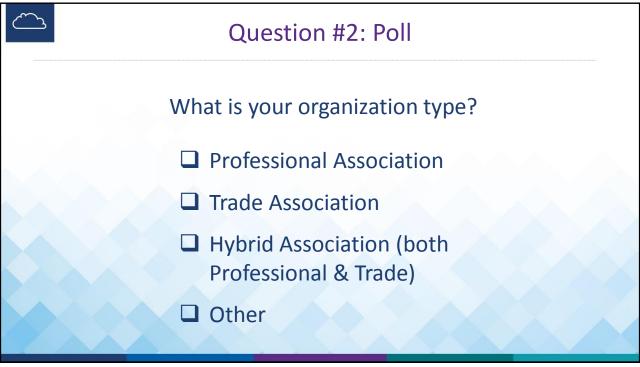
Question #1: Poll

Is engagement an active conversation within your organization?

Yes

No

We have it all figured out



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



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

<u>2019 Membership Marketing Benchmarking Report</u> | Marketing General

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





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



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FOCUS: Be Member Driven (Customer)

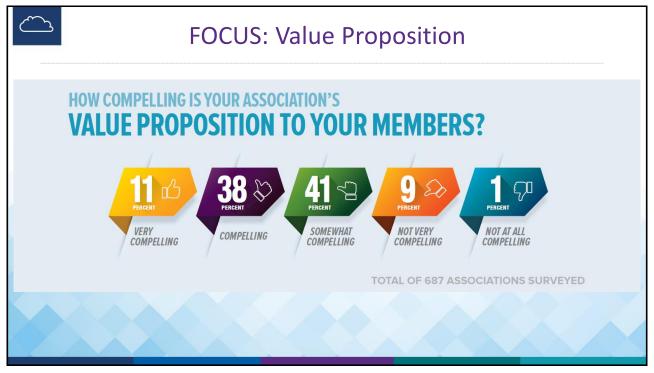


Many organizations only try and serve members needs...

Remember:

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

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FOCUS: Value 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?



FOCUS: Onboarding

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



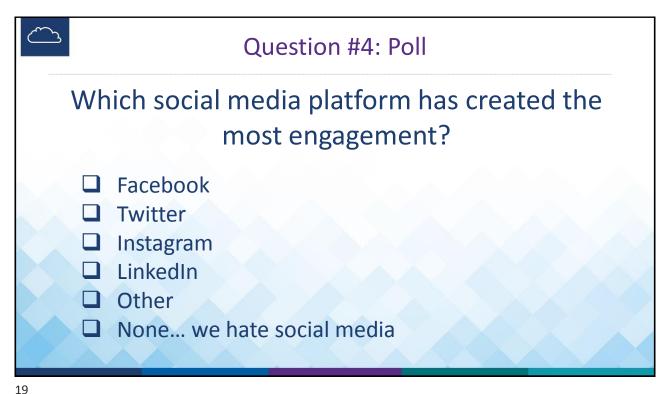
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How Can I Boost Engagement?

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







TO



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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Resources

Handout | Click on the Resources Tab

PowerPoint | Click on the Resources Tab

<u>A New View of the Member Journey</u> | MemberSuite WhitePaper

<u>Building a New Member Onboarding Plan</u> | MemberSuite WhitePaper

2019 Membership Marketing Benchmarking Report | Marketing General Inc.

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THANK YOU

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