

# NEW MEMBER ONBOARDING

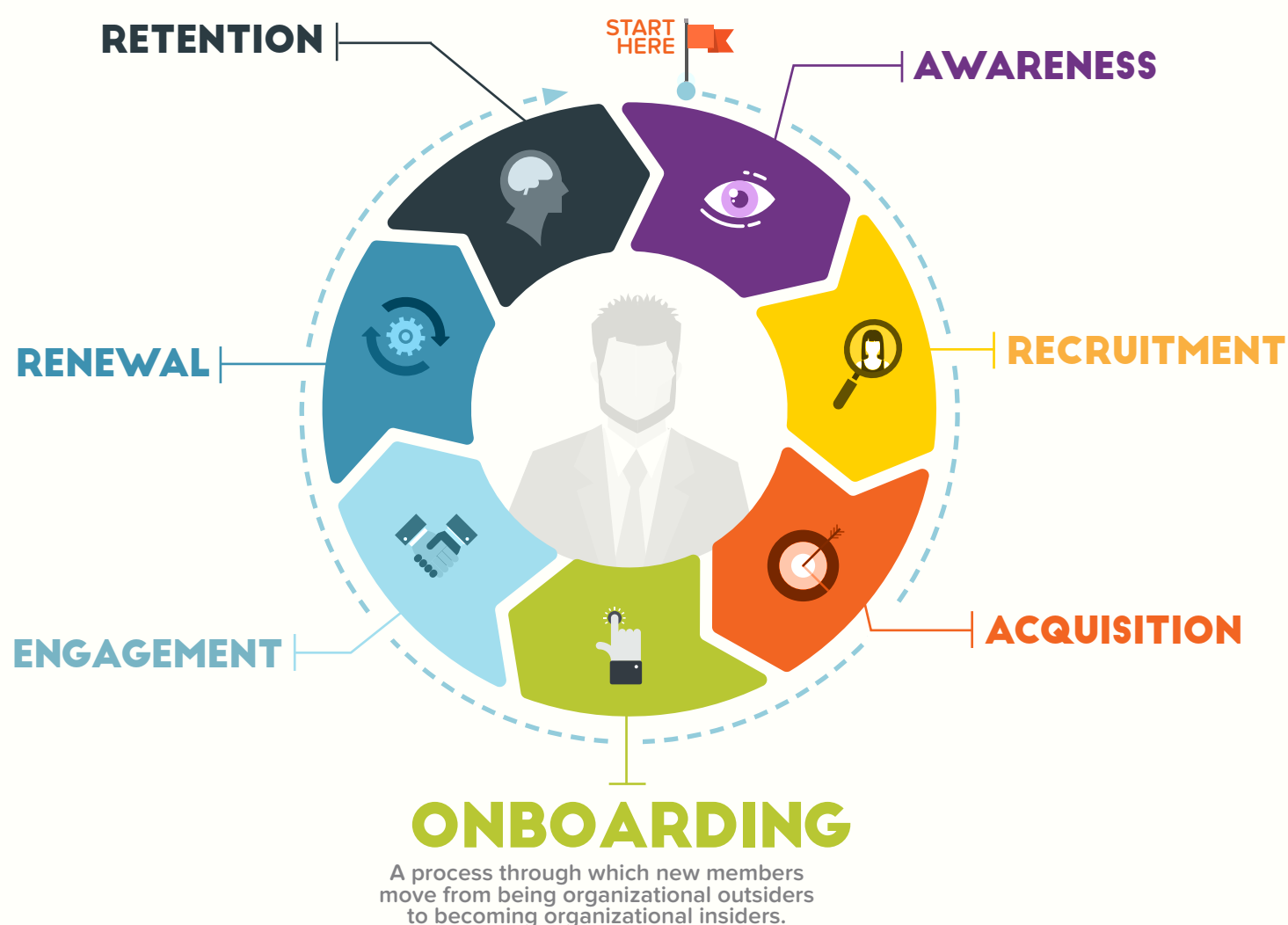
WHY NEW MEMBER ONBOARDING MAKES A DIFFERENCE.

IT COSTS **7x** MORE TO OBTAIN VS RETAIN MEMBERS!

New member onboarding is critical to retention. Statistics show that it costs 7x more to obtain a new member than to retain a current one and that first-year members have the lowest renewal rates.

Onboarding is more than simply sending out a welcome packet and adding them to your Association's email list – it's an ongoing process that relies on deliberate communication and engagement.

## THE MEMBERSHIP LIFE CYCLE



## WHY NEW MEMBER ONBOARDING IS CRUCIAL FOR ASSOCIATIONS

**IMPACT**  
They're new, motivated, and excited

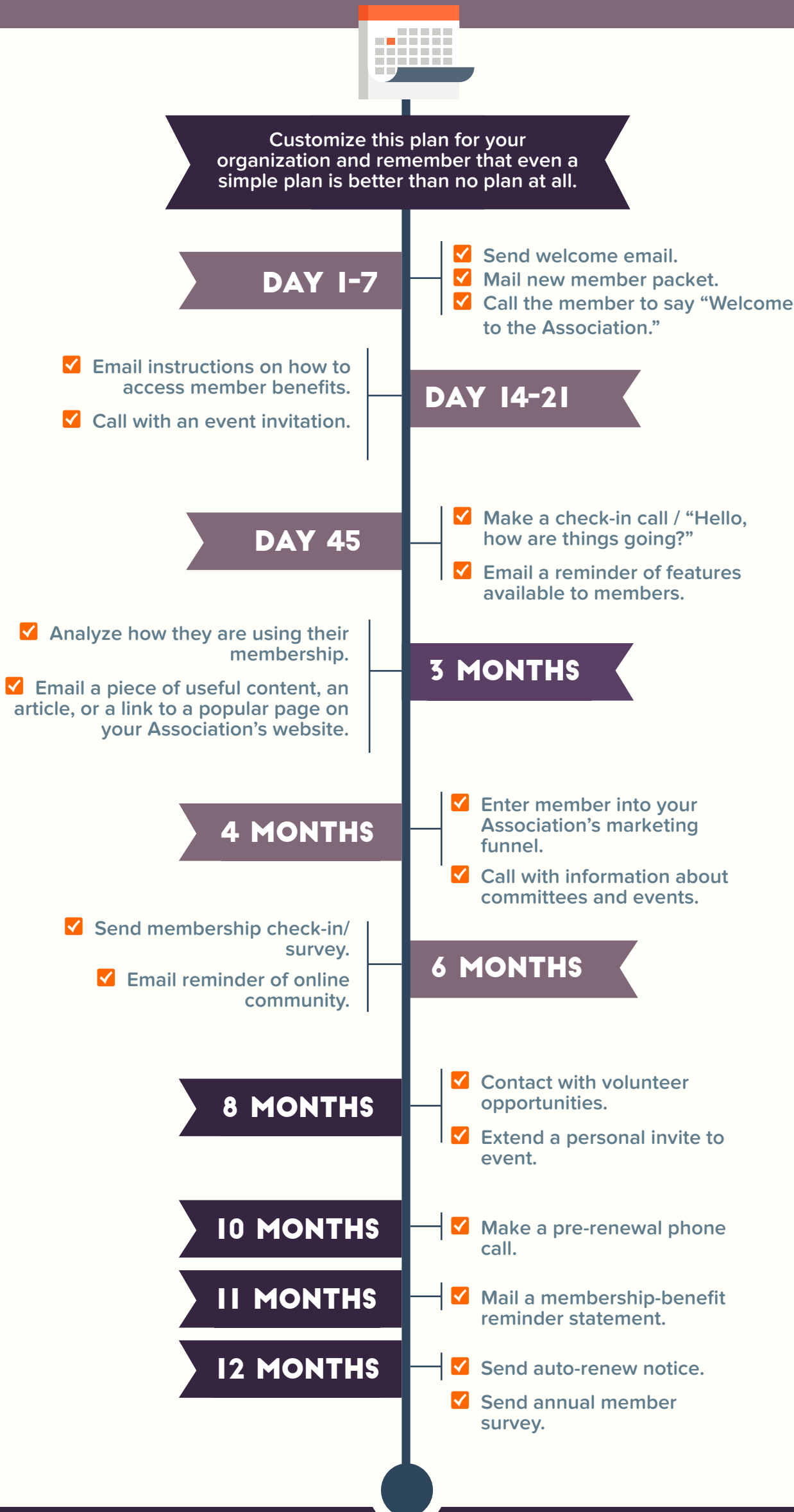
**ATTENTION**  
You have their attention and one chance to set the tone

**RETENTION**  
First-year members have worst renewal rates

## THE ONBOARDING & TOUCHPOINT SCHEDULE

Onboarding is a process that is worth investing in. Use this timeline as a guideline to help new members become engaged with your organization and build a membership meant to last.

Member onboarding involves more than a checklist. A touch plan to improve onboarding and engagement builds a strong foundation for long-term membership.



THE ONBOARDING CYCLE SHOULD CONTINUE FOR YEAR 1, YEAR 2, AND YEAR 3+ MEMBERS.



### EXCEEDING MEMBER EXPECTATIONS

- Be a person, not just an organization, to your members.
- When it comes to communications, build a relationship with a new member before putting them in the email marketing cycle.



### CONSIDER THESE QUESTIONS

- When planning onboarding engagement with new members, ask:
- What was their reason for joining?
  - How did you attract them in the first place?
- The answers will guide you in managing new-member expectations and demonstrating your Association's value.

## CONTACT US!



Learn more by contacting:  
[sales@growthzone.com](mailto:sales@growthzone.com)

OR



Call:

**1.800.825.9171**