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growthzone.com

The screenshot shows the GrowthZone website homepage. The top navigation bar includes links for Home, About Us, Contact Us, and For Customers. Below this, a secondary navigation bar lists Software, Solutions, Knowledge Library, Case Studies, and Blog. The main content area features a large image of a desktop monitor, a tablet, and a smartphone, all displaying the GrowthZone software interface. The interface includes a sidebar menu, a 'My Dashboard' section with a pie chart and line graphs, and a 'Group Dynamics' section with a bar chart. To the right of the device images, the text 'Grow Faster Association Management Software' is displayed, followed by 'with BUILT-IN MARKETING AUTOMATION & SALES FUNNEL MANAGEMENT'. A large red arrow points from the text 'LIVE GROUP DEMOS' to the 'LIVE GROUP DEMOS' button. Below the main heading, there are two purple buttons: 'GET A 1-TO-1 DEMO' and 'LIVE GROUP DEMOS'.

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smarter association software

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Grow Faster
Association Management Software
with
BUILT-IN MARKETING AUTOMATION & SALES FUNNEL MANAGEMENT

GET A 1-TO-1 DEMO **LIVE GROUP DEMOS**

MEMBER WIN-BACK CAMPAIGNS



CATHI HIGHT
Membership Guru

*Strategies for “re-recruiting”
dropped members.*

Cathi Hight

- ▶ President of Hight Performance Group
- ▶ SVP, Growth Strategy & Investor Relations for the Austin Chamber of Commerce
- ▶ Previously Vice President of Operations for the Chamber of Commerce of Hawaii
- ▶ Developer of The Member Retention Kit and A New Approach to Tiered Membership
- ▶ National instructor for the U.S. Chamber's Institute for Organization Management
- ▶ Wiley Workplace Solutions Certified Partner
- ▶ Motorola University instructor (Six Sigma)
- ▶ Is a member of :
 - ▶ Association of Chamber of Commerce Executives (ACCE)
 - ▶ American Society of Association Executives (ASAE)
 - ▶ Austin Human Resource Management Association (AHRMA)
 - ▶ Board Source



Questions to Frame This Session

5

Do you have as many dropped members as prospects?

Which dropped members should you target?

How can we influence dropped members to come back?



In this webinar, you will explore:

6



The Forgotten Lifecycle of Membership



A four-step process to launch a targeted campaign for dropped members.



Anticipated challenges for winning members back and strategies to overcome them.



Elements of successful campaigns.



The Forgotten Lifecycle of Membership

Where Are Dropped Members in the Lifecycle?

- **Acquisition** = Recruit new members
- **Integration** = Onboard new members
- **Engagement** = Involve members to align with their interests/needs
- **Renewal** = Receive payment from members, re-acquisition successful, align with interests/needs and continue engagement journey
- **Non-Renewals** = ?



Dropped Members Are in Limbo 9



- They have not paid to continue their memberships.
- They have not responded to emails or calls.
- Yet, they continue to receive all member benefits.
- When is a member **not** a member?



The Decision **to** Win Back Members

Prospects: New, Never Been Members vs. Dropped Members

Never Been Members

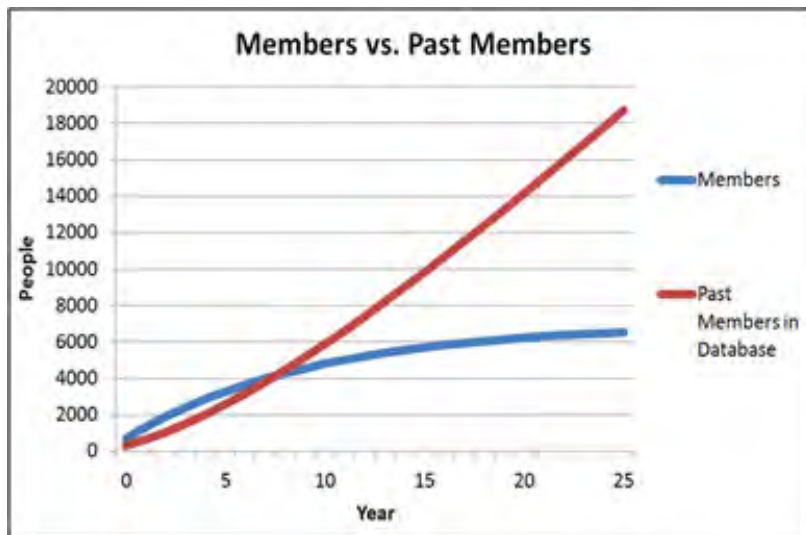
- ▶ No history with you
- ▶ No apologies
- ▶ Seeing the brand with fresh eyes/ perspectives
- ▶ Lack of awareness of the organization, what it does and what it offers
- ▶ No previous relationships
- ▶ May be difficult to reach

Dropped Members

- ▶ Perspectives based on previous experiences
- ▶ If expectations weren't met, may feel slighted/ unappreciated
- ▶ Is familiar with the organization, even if they don't have depth of experiences
- ▶ Existing relationship, where trust had been previously established
- ▶ Email addresses, contact info is still current, although contact may no longer be there

The Four-Step Process for a Win Back Campaign





1. Analyze and Understand Drops

How many dropped members do you have in the database?

Why Do Members Drop?

- ▶ Budgetary constraints (price)
- ▶ Not enough time to participate
- ▶ Opting for fewer memberships
- ▶ Involved in another organization
- ▶ Don't use any of the benefits
- ▶ Receive similar benefits from another source
- ▶ Don't feel welcome here...it is a clique
- ▶ Never hear from you/ you don't call on me
- ▶ Don't see ROI or the value
- ▶ Didn't receive leads or new contacts
- ▶ Corporate decision
- ▶ Company merger or went out of business
- ▶ Thought we had renewed
- ▶ Never got an invoice
- ▶ Forgot to renew

Lifetime Value of Membership Dropped Members

<u>Member ID</u>	<u>Account Name</u>	<u>Join Date</u>	<u>Drop Date</u>	<u>Years as Member</u>	<u>Dues Revenue</u>	<u>Other Revenue</u>	<u>Total Revenue</u>	<u>Avg. Dues Per Year</u>	<u>Avg. Other Per Year</u>	<u>Avg. Total Per Year</u>
271061		03/01/2014	10/17/2016	2.6	\$1,550	\$150,000	\$151,550	\$589	\$56,972	\$57,561
212013		11/07/2003	09/10/2009	5.8	\$114,035	\$245	\$114,280	\$19,505	\$42	\$19,546
213120		06/01/2004	08/03/2016	12.2	\$22,775	\$80,000	\$102,775	\$1,870	\$6,568	\$8,437
211050		05/09/2003	04/16/2014	10.9	\$32,630	\$60,870	\$93,500	\$2,981	\$5,561	\$8,543
216020		05/23/2006	01/02/2017	10.6	\$15,447	\$63,755	\$79,202	\$1,454	\$6,002	\$7,456
126810		12/31/1996	09/10/2009	12.7	\$11,785	\$60,000	\$71,785	\$928	\$4,724	\$5,652
222634		12/30/2009	06/05/2015	5.4	\$25,150	\$45,700	\$70,850	\$4,629	\$8,412	\$13,041
17888		02/10/2014	09/02/2015	1.6	\$28,023	\$36,005	\$64,028	\$17,976	\$23,096	\$41,072
121603		05/11/2011	07/13/2016	5.2	\$13,642	\$50,180	\$63,822	\$2,635	\$9,691	\$12,325
288430		03/15/2012	05/19/2011	-0.8	\$10,499	\$52,755	\$63,254	\$10,499	\$52,755	\$63,254
6092		10/31/1990	10/26/2011	21.0	\$21,413	\$41,763	\$63,176	\$1,020	\$1,989	\$3,008
4622		11/01/1981	04/19/2016	34.5	\$17,605	\$38,225	\$55,830	\$510	\$1,108	\$1,619
213586		11/08/2004	03/01/2011	6.3	\$38,185	\$16,380	\$54,565	\$6,049	\$2,595	\$8,644
266698		02/05/2013	08/14/2017	4.5	\$4,156	\$50,075	\$54,231	\$919	\$11,070	\$11,989
219814		05/20/2008	05/12/2016	8.0	\$44,668	\$6,730	\$51,398	\$5,595	\$843	\$6,438
4951		05/01/1982	02/03/2011	28.8	\$51,075	\$0	\$51,075	\$1,775	\$0	\$1,775
244		08/30/2012	08/18/2016	4.0	\$19,145	\$30,040	\$49,185	\$4,823	\$7,567	\$12,390
125054		09/26/2003	08/14/2017	13.9	\$16,230	\$32,914	\$49,144	\$1,168	\$2,369	\$3,537
4755		03/13/2006	09/02/2015	9.5	\$47,950	\$55	\$48,005	\$5,058	\$6	\$5,064
212858		12/06/2013	03/02/2016	2.2	\$3,480	\$40,130	\$43,610	\$1,555	\$17,928	\$19,483
13342		06/30/1991	07/13/2016	25.1	\$42,453	\$0	\$42,453	\$1,694	\$0	\$1,694
127223		07/31/1997	03/19/2013	15.6	\$42,318	\$0	\$42,318	\$2,705	\$0	\$2,705
1677		12/31/1992	03/13/2012	19.2	\$18,650	\$23,425	\$42,075	\$971	\$1,219	\$2,190
247865		01/11/2011	07/17/2012	1.5	\$1,035	\$41,010	\$42,045	\$683	\$27,068	\$27,751
128016		07/01/2002	03/06/2015	12.7	\$37,640	\$3,520	\$41,160	\$2,967	\$277	\$3,244
577		01/01/1957	01/05/2010	53.0	\$17,585	\$20,085	\$37,670	\$332	\$379	\$710
214880		02/23/2010	10/07/2015	5.6	\$12,881	\$23,115	\$35,996	\$2,291	\$4,112	\$6,403
1020		04/03/1967	02/10/2005	37.9	\$3,550	\$31,005	\$34,555	\$94	\$818	\$912
211214		03/18/2014	06/20/2017	3.3	\$5,628	\$27,660	\$33,288	\$1,726	\$8,484	\$10,210
128938		05/30/2000	07/13/2016	16.1	\$26,575	\$6,425	\$33,000	\$1,647	\$398	\$2,046
22040		03/04/2010	02/06/2017	6.9	\$19,337	\$13,230	\$32,567	\$2,789	\$1,908	\$4,697
214528		05/17/2005	05/26/2016	11.0	\$32,267	\$0	\$32,267	\$2,925	\$0	\$2,925
214231		12/29/2009	08/02/2017	7.6	\$10,665	\$20,644	\$31,309	\$1,404	\$2,717	\$4,121
214318		03/15/2013	07/25/2017	4.4	\$16,326	\$14,870	\$31,196	\$3,741	\$3,407	\$7,148
217570		10/20/2009	07/18/2016	6.7	\$3,022	\$28,065	\$31,087	\$448	\$4,159	\$4,607
217612		05/10/2010	04/20/2015	4.9	\$29,811	\$55	\$29,866	\$6,025	\$11	\$6,036
14510		11/09/1988	07/17/2012	23.7	\$28,275	\$1,140	\$29,415	\$1,193	\$48	\$1,241
126757		11/30/1996	04/07/2015	18.4	\$27,618	\$1,715	\$29,333	\$1,504	\$93	\$1,597
220913		07/19/2012	12/31/2016	4.5	\$23,145	\$5,285	\$28,430	\$5,196	\$1,186	\$6,382

Analyze Drops Over the Last Three Years

- What do dropped members have in common?
 - ☐ Length of time as members
 - ☐ Dues levels
 - ☐ Non-dues revenue
 - ☐ Engagement other than transactions
 - ☐ Reasons for belonging
 - ☐ Reasons for not renewing
- Number of members that dropped within the year and are still there
- Number of members that dropped within 1 – 3 years and are still there

2. Target the Audience for Your Campaign

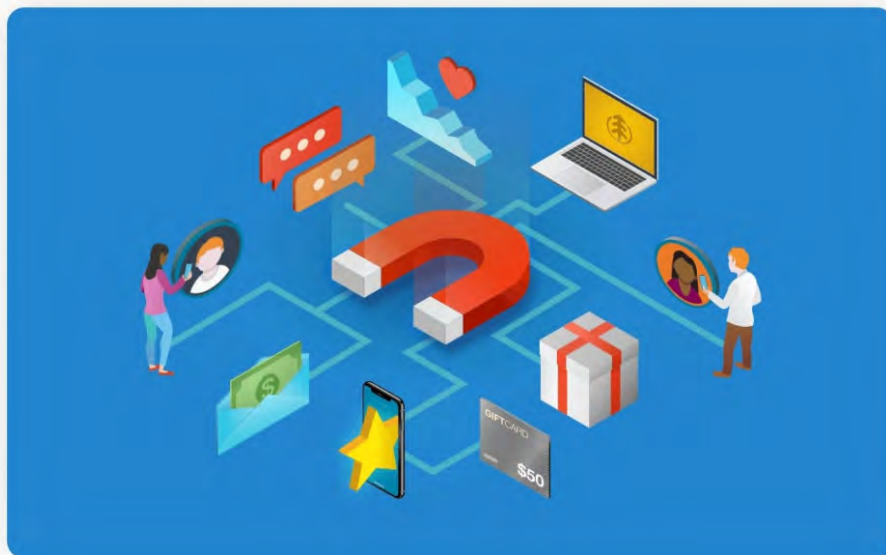
Who Do You Want Back?

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- ▶ Members that lapsed over the last 6 months (beyond reinstatement period)
- ▶ Members that lapsed 7 – 24 months earlier
- ▶ Potential “quick win backs” due to personal relationships with key contacts
- ▶ Lapsed members that were in the top 20% of the Lifetime Value of Membership Report over the last two years
- ▶ Lapsed members that represent a segment that is part of your future focus.

**Who are the targeted
customers for the
Win-back Campaign?**



3. Plan the Campaign

Campaign Components

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Messaging

- Strategic and targeted for different audiences
- Right message for the right audience!
- Demonstrate value for the intended audiences

Multi-Marketing Approach

- Email series
- Personal relationships for outreach
- Targeted incentives

Technology

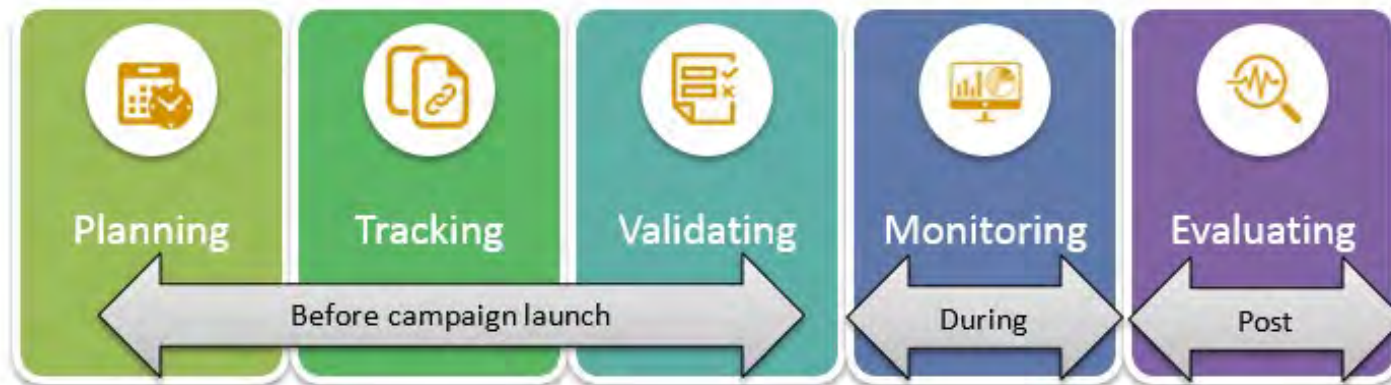
- Automated email marketing
- Rejoin Landing Page (not member renew page)
- Data analytics

Focus is Not for Them to Rejoin

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The Focus is to Serve, Demonstrate Value,
and to Realize Opportunities (it's about them, not you)



4. Execute the Plan

Execution Tips

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Sample Testing: *Before launching the campaign, conduct tests with a small group of targeted lapsed members.*



Validate Contact Info: *Check bounded emails and leverage those who may have correct email addresses.*



Monitoring: *Review open rates of emails in the campaign, click-throughs on links provided, landing page statistics and conversion rates.*



Evaluate Outcomes: *Based on responses from the campaign, determine what changes to make for the next go-around..*

Email Campaigns:

Do Sample Testing

**Subject Lines:**

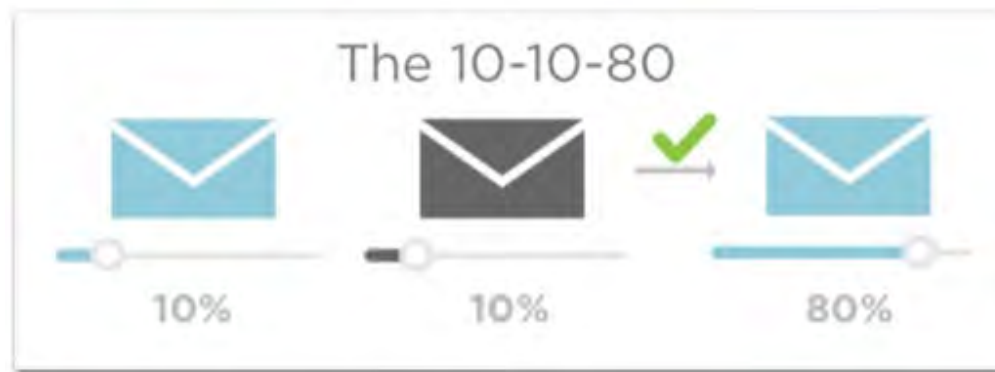
Personalized vs. not.

**Copy Content:**

Short vs. long.

**From Address:**

Known contact or generic email address.





THE ANATOMY
OF A PERFECT

WIN-BACK CAMPAIGN

Successful Samples

5 Reasons to Rediscover ASQ

1. Exclusive ASQ Certifications ✓

ASQ offers 18 peer-reviewed certifications, endorsed by more than 125 of the world's leading companies. **REJOIN** now and get member discounts on all ASQ certifications and preparation material such as training, books, sample exams, and question banks.

2. Ever-Expanding ASQ Knowledge Center ✓

No one else provides the variety and amount of knowledge resources you get from ASQ, with 25,019 articles, 1,789 case studies, 172 topics and tools, 100 webcasts, and more. **REJOIN** now and receive the latest ISO 9001 revision updates, exclusive videos and expert answers to all of your quality-related questions.

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Keeping your skills sharp and up-to-date is vital in today's competitive business world. **REJOIN** now and gain immediate access to advanced education and training programs with the latest knowledge and tools available—either on-site or online. You can use this education and training to set yourself apart and put your career on fast forward.

4. Expanded Industry Events and Conferences ✓

Only ASQ offers more than 200 quality and continuous improvement-focused conferences, courses, and meetings annually all over the world. **REJOIN** now and take advantage of these events at members-only savings—up to \$200 off.

5. Greater Members-Only Value ✓

Get members-only pricing on ASQ solutions and services, including select training, certification, conference registration, Quality Press books, and journals. Visit asq.org/membervalue to find out how we're working to enhance overall member value.



Tomorrow's leaders are part of ASQ today

Come back now and see what you've been missing.

Whatever stage you're at in your career—ready to build a bright future or already making the business world stand up and take notice—an ASQ membership is indispensable. And now it's better than ever. **Rediscover ASQ now.**

REJOIN ASQ!

PROMO CODE: **REJOIN15**

OUR WELCOME BACK GIFT BUNDLE TO YOU
Offer Expires: **12/1/15**

<http://www.johnsondirect.com/clientwork/ASQ/WinBack/>

YOU have been missed!

To show you just how much, we've created this Gift Bundle to warmly welcome you back.



\$100 Savings

Save \$100 on public training or on a registration to the 2016 ASQ World Conference on Quality and Improvement or the ASQ Lean and Six Sigma Conference.



Access to a Full Year of Monthly Member Gifts if You Rejoin by 12/1/15

As a member, you can access the current month and previous month's member gifts. But now, for a limited time only, you can access an entire year's worth of gifts. Each month's gift focuses on a different topic, and offers a variety of free downloads such as e-books, webinars, and more. The value is staggering!



Quality Progress Annual Salary Survey

You'll also receive a print issue of the eagerly awaited December issue of Quality Progress, complete with the annual Salary Survey.

It's our way of saying, **"We want you back."**

Hurry! Respond by December 1, 2015.

REJOIN ASQ!

USE **REJOIN15** IN THE APPLICATION'S PRIORITY CODE FIELD

RECALIBRATE. RETHINK. REJOIN.

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- Automated Email Campaign
- Direct Mail Postcard
- Rejoin Landing Page
- Smart Zones Display Advertising



IS TODAY THE DAY...
you recommit to LEAD, not follow?

Hurry!

Get your WELCOME BACK membership gifts when you REJOIN ASQ by **December 1**.



Dear Member,
WE MISS YOU! Just as importantly, there's a lot you've been missing since you left ASQ as a member.

Only ASQ offers:

- 48 peer-reviewed certifications recognized by more than 125 companies across the globe
- The latest SBCT revision updates
- An expanded knowledge center with 25,015 articles and 1,789 case studies
- Immediate access to advanced education and training programs
- And so much more

COME BACK AND SEE WHAT YOU'VE BEEN MISSING.

Offer ends soon!

WHY REJOIN?

Plus, for a limited time when you **REJOIN** by December 1, you are eligible for the "welcome back" gift bundle. Here's what it includes:



\$100 Savings

Save \$100 on an introductory full, face-to-face training course or on a registration to attend conferences.

[Get the details](#)



Full Year of Monthly Member Gifts

Get access to all of the monthly member gifts from 2015.

[Learn more](#)



Quality Progress Annual Salary Survey

Receive your very own copy of the eagerly awaited December issue, including the Salary Survey.

[Take a closer look](#)

Hurry – December 1 is coming up fast!

To claim your "welcome back" gifts, enter **REJOIN15** in the application's Priority Code field. We look forward to helping you accelerate to the next level of leadership.

REJOIN ASQ!

RECALIBRATE. RETHINK. REJOIN.



TIME IS RUNNING OUT
to claim your Welcome Back offer!

December 1 is nearly here!
Now's a great time to reconsider joining your peers as an ASQ member.



Member, Your ASQ membership gift package is waiting for you... but only if you act within the next few days.

SEE HOW ASQ IS BETTER NOW THAN EVER.

WHY REJOIN?

Come back to ASQ now and **discover why** an ASQ membership is better than ever for your career with 18 certifications, all-access Knowledge Center, accelerated training courses, advanced e-learning options, and a whole lot more.

When you **REJOIN** by December 1, we'll warmly welcome you back with this exceptional membership gift package:



\$100 Savings

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REJOIN ASQ!

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ASQ TV   

This email was sent to 75633332755. To ensure privacy, please do unsubscribe@asq.org to stop all email from ASQ. If you no longer wish to receive promotional emails regarding Member Communications, you may [unsubscribe](http://asqchoice.org).

Results:
200 rejoins



ASQ Targeted Postcard

[https://responsory.com/portfolio-items/asq-wins-back-lapsed-members/#lightbox\[gallery12648\]/1](https://responsory.com/portfolio-items/asq-wins-back-lapsed-members/#lightbox[gallery12648]/1)



AT A GLANCE

Founded in 1947, the AARC is a not-for-profit professional association with more than 52,000 members worldwide. Their primary membership consists of respiratory therapists, allied health practitioners who are trained at the 2- and 4-year college level to assist physicians in the care of patients with lung disorders and other conditions.

KEY STATS

800 members rejoined
in 45 days

\$64,000 in membership
dues

First step: evaluate the triggers members said contributed to their initial decision to join and analyze feedback data from previous lapsed members to understand potential reasons for not renewing. Based on this analysis, AARC developed two communication strategies and personalized messaging for two member segments: those who lapsed within three to six months, and those who lapsed between seven and 24 months.

Members lapsed in the past 3-6 months

- Promote online, continuing education
- Direct, inviting messaging in two steps: Step 1 is Enroll, Step 2 is Sign up for Class

Members lapsed in the last 7-24 months

- Feature new enhancements and developments from the last year that add value to the member experience
- Exploratory messaging: ask members to "take another look" and "rediscover" AARC

We are very happy with the results of the campaign. Nearly 800 lapsed members have rejoined AARC resulting in over \$64,000 in membership dues. We saw open rates of 40% for the more recently lapsed members and 33% for those whose membership lapsed 7 to 24 months ago.

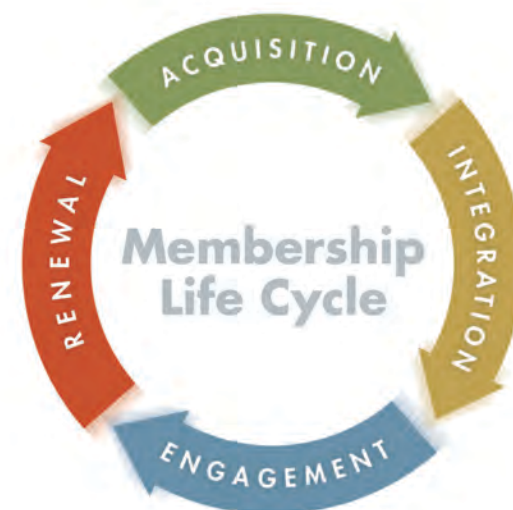
– Sherry Milligan, Associate Executive Director of Membership, AARC

Other Winning Tips

- ▶ Be careful about the number of times you contact lapsed members. Quality of outreach is more important than quantity.
- ▶ Apologize if they had poor experiences.
- ▶ Direct them to relevant resources, information and events, and not just to the Rejoin landing page.
- ▶ Have a Board member invite them personally to an event as a guest or to join a committee they chair.
- ▶ If members lapsed in the last 6 months, call them or send a handwritten note.
- ▶ Leverage members that have personal relationships with targeted lapsed members.
- ▶ Use technology like automated email campaigns and social media re-targeting—no one has the bandwidth to contact targeted dropped members on a manual basis.

Strengthen the Lifecycle to Minimize Drops

- ▶ **Acquisition**
 - ▶ Recruit for retention
 - ▶ Value propositions that Align with Prospects
- ▶ **Integration**
 - ▶ Onboard 1st year members successfully
 - ▶ Deliver quality 1st year member experiences
- ▶ **Engagement**
 - ▶ Create meaningful engagement opportunities
 - ▶ Monitor engagement and target under-engaged members
- ▶ **Renewal**
 - ▶ Make it easy and convenient to renew (automatic renewals, payment options)
 - ▶ Recommunicate the value of membership



Webinar Summary

- ▶ Clarify when members are no longer members.
- ▶ Targeted dropped members are great prospects—they know the organization and have trusted it in the past.
- ▶ Great Win Back Campaigns use a 4-Step Process:
 1. Analyze and understand dropped members.
 2. Target your audience.
 3. Plan the Campaign.
 4. Execute the Plan.
- ▶ Prevention is always better than cure—improve the Lifecycle to Acquire, Integrate, Engage and Renew members.



Cathi Hight

- ▶ Staff training and Board retreats
- ▶ Strategic planning
- ▶ Benchmarking and operational evaluations
- ▶ Membership development workbooks
- ▶ Conference presentations
- ▶ Check out our web site for articles, blogs and resources:
www.hightperformance.com
- ▶ [Subscribe to my webinars and save money!](#)
- ▶ Contact me at (512) 354-7219 or at cathi@hightperformance.com



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GET A 1-TO-1 DEMO **LIVE GROUP DEMOS**

