



Intentional Membership Growth

Live Webinar with Shari Pash

Thursday, March 24th | 11:00am Central



 **GrowthZone**



You Will Receive:

- Today's Webinar Recording
- CAE Credit Certificate



The American Society of Association Executives (ASAE)

Rita Santelli wrote in an ASAE article on measuring member engagement:

“The key is to measure whether members view the association (Chamber) as their partner and go-to resource for help with resolving challenges.”

Foundation

Transactional? (Transactions)

- Comparing the cost of certification, publications, courses, events, programs, dues, and looking for direct dollar for dollar value.

Relational? (Relationships)

- Looks at their investment as a way of doing business. A key strategy in their business and you are integral to their work, industry, or career. They understand and support your advocacy, knowing it makes a difference for the industry and often their bottom line.



Messaging Value / Known For Now

- Serve as a voice for business
- Convener of information
- A resource for all business
- Offer exposure, visibility, and awareness for members
- Catalyst for business growth
- Opportunities to develop personal and professional connections
- Partnerships
- Deliver tools and information for success
- Industry or Community care

Proactive

- Who are your sustainable members?
- What does engagement mean now?
- Who isn't sustaining?
- Who do you want as a member?
 - Need segments



Your Value Proposition Impacts Experience

- The heart of value proposition:
 - Members don't buy a membership
 - They invest in the experiences and outcomes that being a member delivers

What is our Messaging

- What do our communications tell our members?
- Networking
- Transaction
- Relationship
- Mission

Identify and Deliver

What are short term and long term member priorities?

- Where and how are you making a difference?

Retention rate _____%

- High Risk?

Recruitment strategies that worked in the past?

- Measure Lead Sources
- Reason members joined



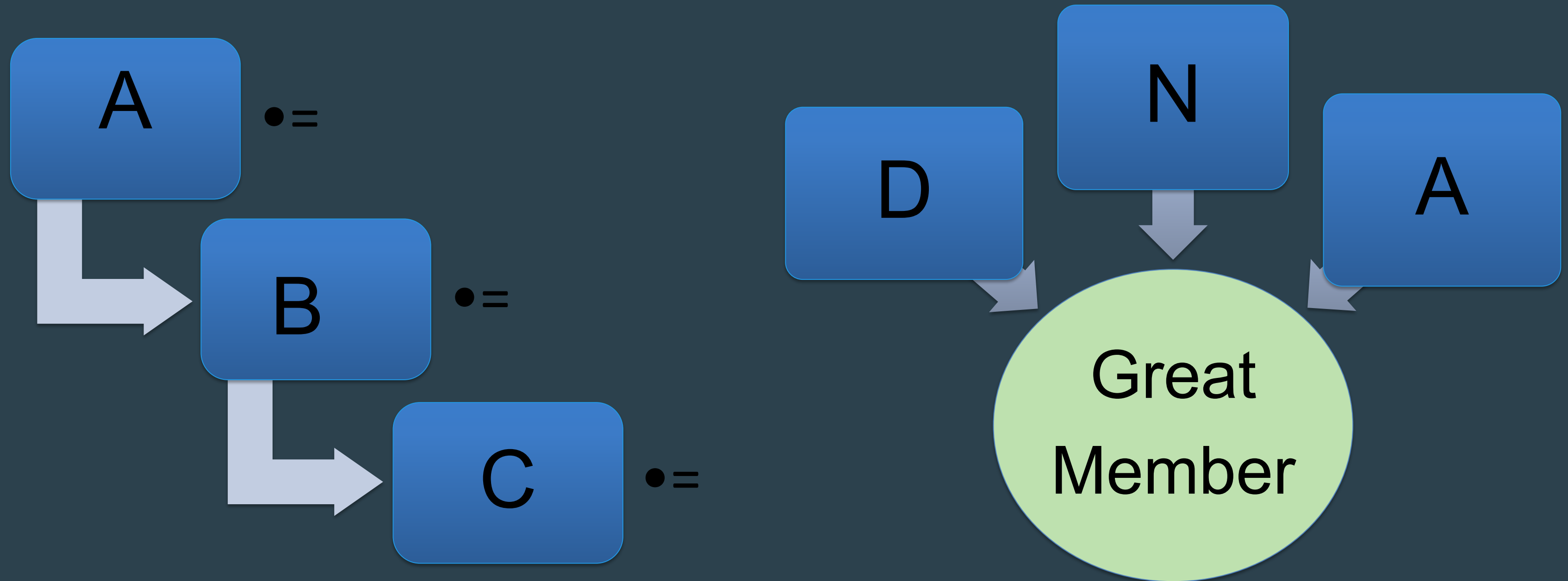
Take Time to Analyze Data

- What's your market penetration?
 - Pre and post COVID
 - How many potential?
 - Where are your members?
- Industry/Sector analysis – who joined, who failed to join? Who is renewing? Who is not?
- What are your “need” sectors/industries now?
 - Be Strategic
 - Involve Board/Committee

Types of Measurements

- Digital Data
- Activity Data
- Transactional Data

Personas and Profiles



Where do you spend your time and resources

Example:

Engagement and recruitment needs to be strategic and a blend of the following profiles and personas:

- A = Major manufacturers, closely held, \$5,000 or more in dues, large footprint in Michigan, influence, high dollar investor, professional services who want access to manufacturers, public policy need, political backing.
- B = Average manufacturers, good retention, professional services, safety, public policy. \$1,000 - \$5,000 in dues.
- C = Sales people and this is the only interest they have, those looking for networking, those that just want business growth.

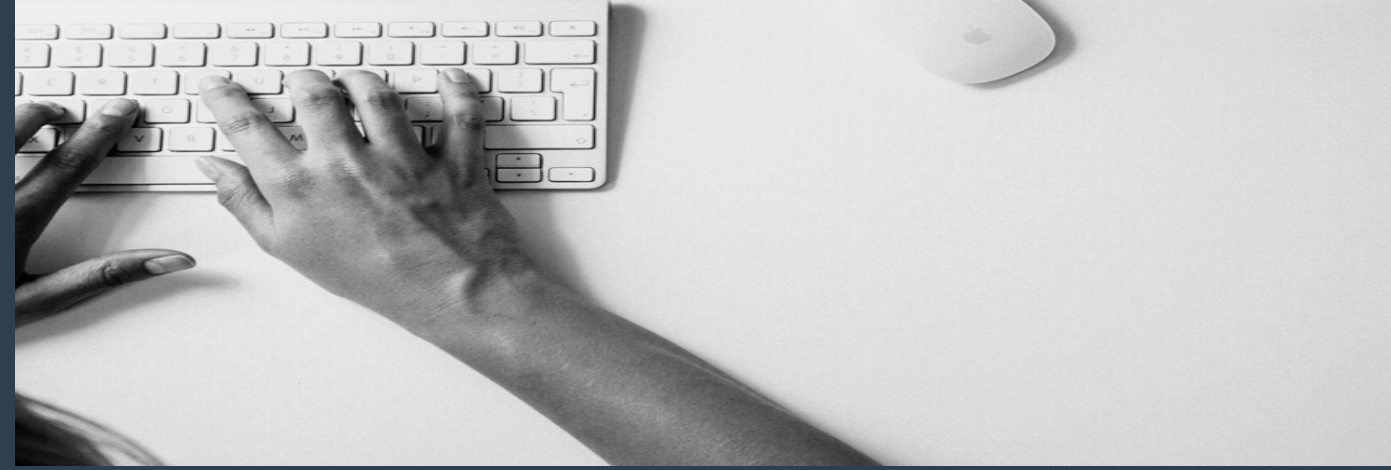
Engagement and outgoing recruitment need to be strategic and a blend of the following profiles and personas:

- A = Strong potential for retention, higher investor, sponsor, economic dev, advocacy, community leader, influence, community builders, larger employer, financial support sustained solid during COVID-19
- B = Good retention, attendance, engaged, most often business to business, financially stable/strong industry, brand builders, dues above minimum, established business (1+ years) a growing business, used your COVID-19 resources
- C = One or two year retention, little attendance, not engaged, wants listing/ribbon cutting, may be a bad advocate once dropped, most often business to consumer, unlikely employment growth, severe impact from COVID-19



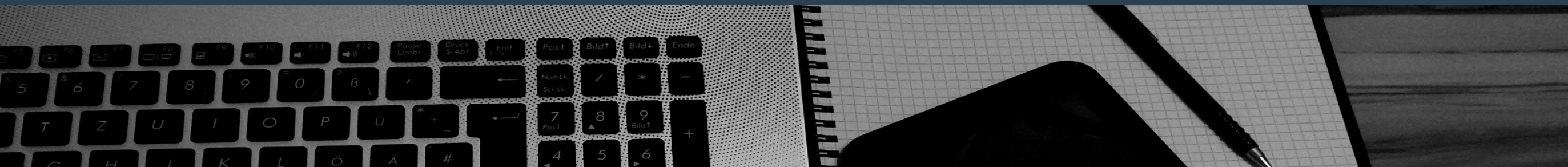
Do More of What's Working

- New Member Lead Sources
 - Gather and track the lead source that resulted the new member
 - Analyze this quarterly
 - Adjust or enhance strategies as needed



Intentional focus on relationship building with all members

- Know our members needs and have documented
 - Utilize discovery in-take
- Continue conversations
- LinkedIn engagement



Communicating Through Social Media

- Connect with passive members on LinkedIn, Instagram, Facebook, other platforms
- Engage – Like and comment on their updates
- Let them see you as a part of their “on-line life”
- Follow passive company pages on LinkedIn
- Engage with their Facebook, Instagram posts
- Use your FB, Instagram, and LinkedIn for exposure for passive members
- Get and stay front of mind

Tell Us Your Why

- Gather feedback from good letters, good comments, write them into a testimonial, send to the person and ask if they would be comfortable if you were to promote their business while you use this feedback to help other businesses.
- Use in recruitment emails – include below your signature based on type of prospect and benefit interest.
- Gather testimonials both video and print in regard to membership, diverse members and companies
 - Gather testimonials for key benefit statements
- Copy and paste testimonials into prospect and member emails, marketing, social media, etc

Sharing Information About Your Organization and the Work You Do

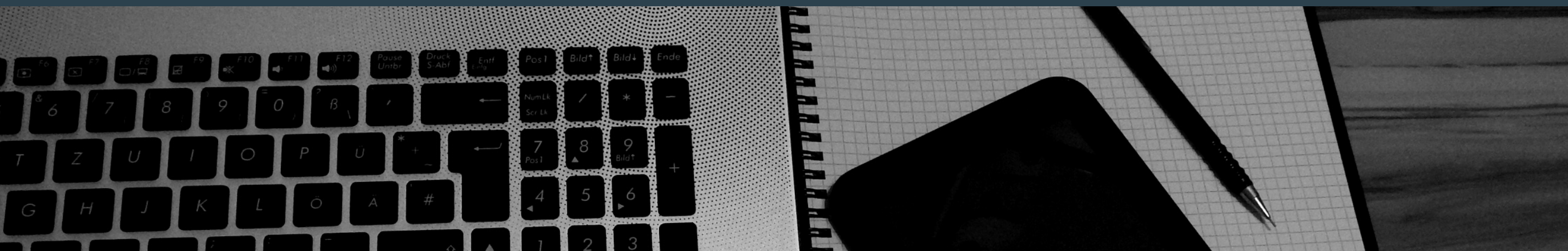
- What new do you have to talk about and share?
 - This pandemic has shown so many dimensions and depth to your Association or Chamber
 - Share these successes, stories
- Connect what you do to why this is important to members.
- Talk about Value, business and community impact
- Investment more than “joining”

Discovering Their **WHY** Priorities

- Tell me about what makes the perfect client for you?
- Tell me a little about how you work to develop leaders in your company?
- How do you recruit and retain strong talent?
- How do you stay abreast of all the changing local/state legislative issues for your business / our industry?
- Share with me how you stay current on licensing and regulations for our industry?



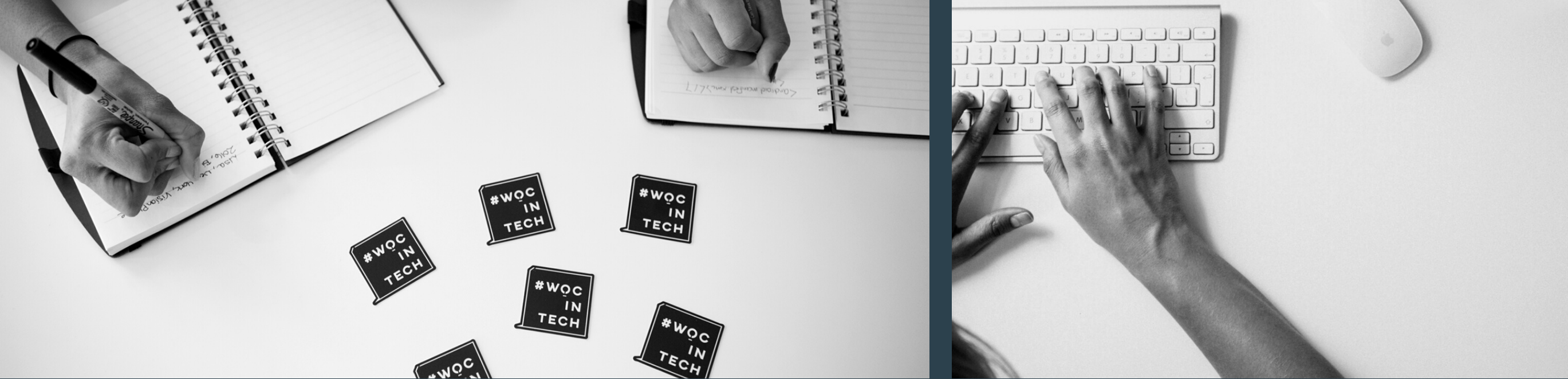
Define What Engagement Means



Define Engagement

What does engagement mean to:
(Define your segments)

- Next Generation
- Industry - Advocacy Focus
- Industry - Business Growth Focus
- Brand Builders
- Community Builders
- Vendor Member
- New member
- Long term member

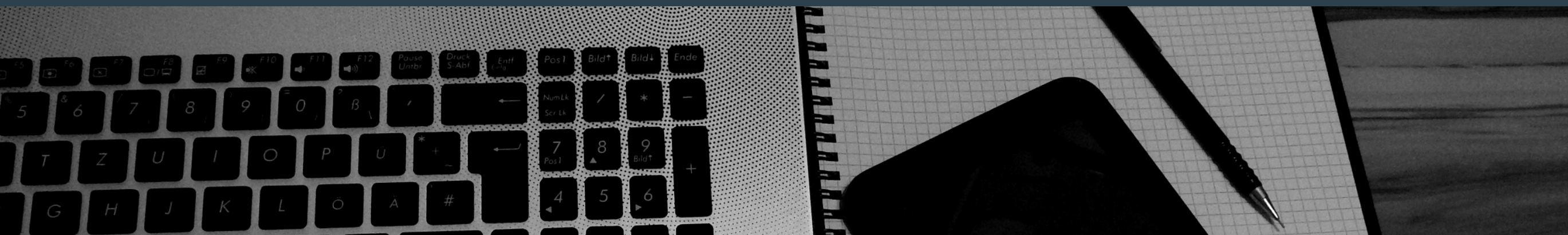


Horizon Report

Belonging and Gathering

Report Action Step:

Evaluate your membership management software and processes to ensure you can differentiate member motivations.



Maximizing Member Database

Data allows you to be strategic and intentional:

- Record and document member touches and interactions
- Increase retention and recruitment outcomes
- Facts and trends
 - Prospect level
 - Primary reason for joining - WHY
 - Lead source
 - Advocacy interest
 - Fiscal year
- Build member relationships
- Maximize all staff and volunteer efforts



Grow Faster Association Management Software

with

**BUILT-IN MARKETING AUTOMATION
& SALES FUNNEL MANAGEMENT**

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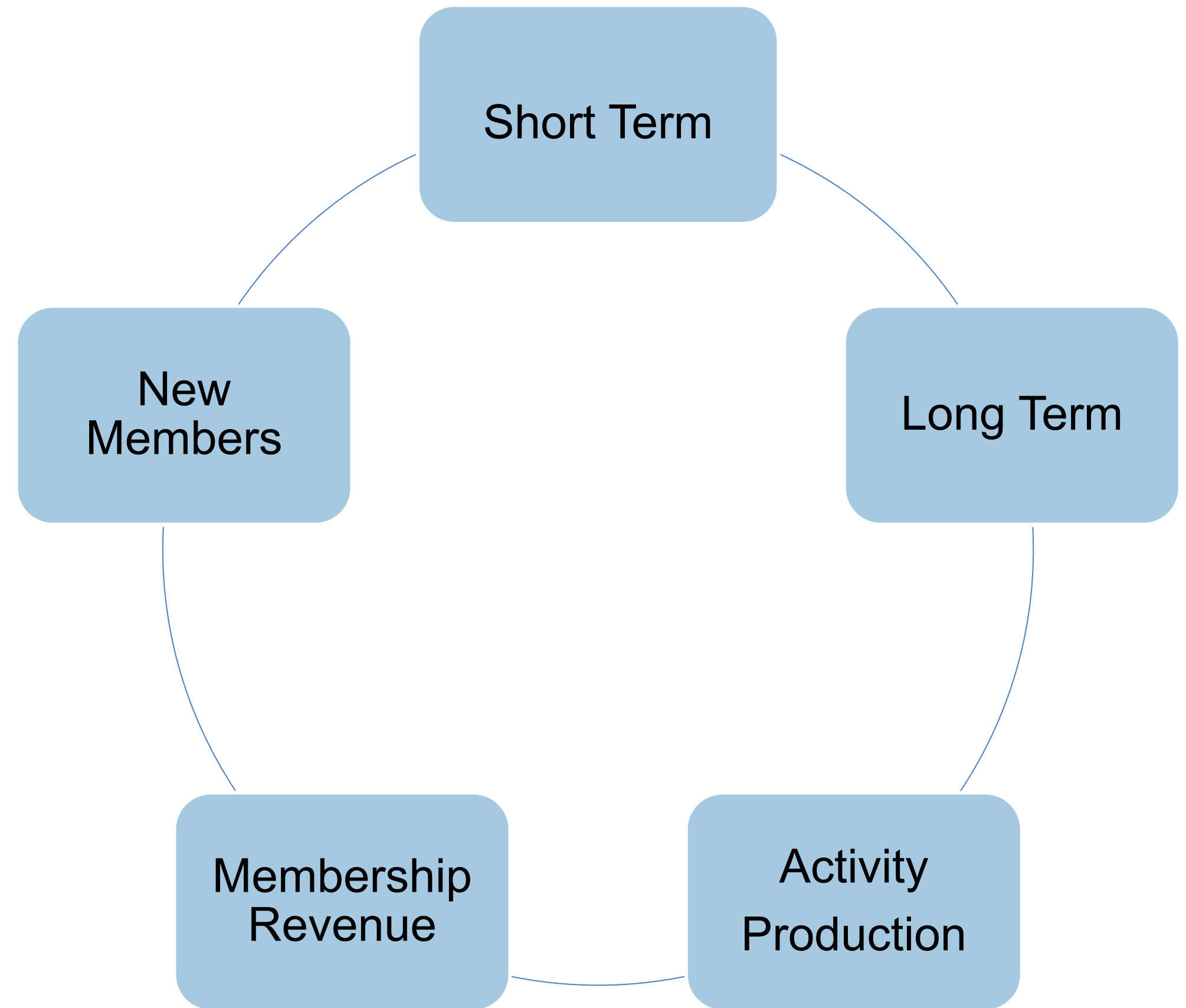
[VIEW A PRODUCT TOUR](#)

Results • Measurements • Accountability

- Production goals/actuals
- Recruitment activity
- In-take information
- New members/revenue
- PACE
- New member forecast



Defining Your Membership Goals





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Shari Pash



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Through Shari's hands-on work, she is changing the culture and way organizations approach membership recruitment, engagement, and retention. She provides a customized multi-step process and program with proven success. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success with measurements for growth. In addition to this work, Shari conducts board of director goals and planning sessions, and works with organizations to develop and recruit volunteers.