



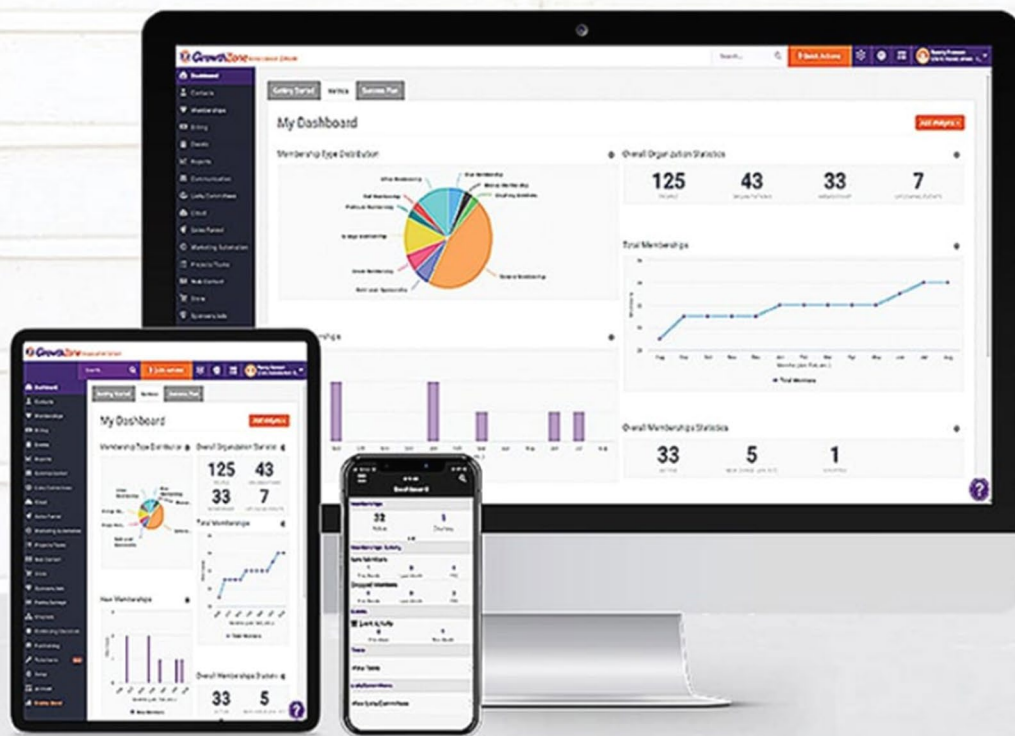
Five Strategic Focus Areas For 2023 Planning

Live Webinar with Shari Pash

Tuesday, November 1, 2022 | 11:00AM CT

For Association &
Chamber Pros





Grow Faster Association Management Software

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

[GET A 1-TO-1 DEMO](#)

[VIEW A PRODUCT TOUR](#)



You Will Receive:

- Today's Webinar Recording
- CAE Credit Certificate

#1 Membership Success Measurements

- Weekly
 - Daily production/goals/actuals measurements
 - Sales cycle movement
- Monthly
 - PACE
 - # New members
 - Amount of new revenue
 - Engagement
- Quarterly
 - Lead Source
 - Dropped





Measurements for Success

Based on your goals and outcomes:

- All type of activities
- Member engagement
- Recruitment
- New Member Forecasts
- On target with plans

Set You or Your Team Up for Success

- Interviewing and hiring the right person you can train to deliver membership growth outcomes
- Developing an on-boarding plan that sets new staff up for success not failure.
- Creating and implementing production measurements for recruitment and engagement
- Understanding the importance of accountability through measurements
- Creating direction and strategy from data learned through measurements



2 Time to Plan

Helps Clarify – This year and next year

- What is one thing I did or can do to ensure that I hit my goals?
- What's one thing I did or can do to help my team?
- What's the one thing I did or can do to make us more profitable, increase our revenue?
- What's the one thing we did or can do to improve our member's experience?
- What's the one thing we did or can do to increase member engagement?
- What's one thing we did or can do to become more strategic in our work with the Board?



#3 Tools for Success

- Recruitment and Engagement Strategy Plan
- Non-Dues Revenue Strategy Plan
- Discovery worksheet
- Benefit statements
- Sales tools
- Membership Analytics



4 Member Engagement Strategy

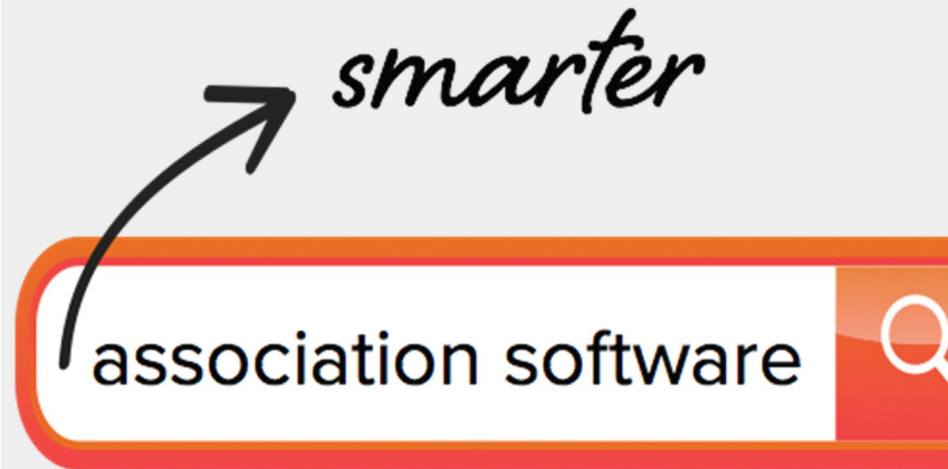
- How would you like your engagement with members to change?
- What type of measurements will determine if your engagement has increased and is successful?
- Great staff, board, ambassador, or committee project

Maximizing Membership Database

Data allows you to be strategic and intentional:

- Record and document member touches and interactions
- Facts and trends
 - Prospect Level
 - Primary reason for investing
 - Lead Source
 - Fiscal Year
 - Training interest
 - Advocacy interest
 - Sponsorship interest
 - DEI tracking
- Build member relationships
- Staff communications

Shari
Pash



#5 Creating Community not Just Followers

- Community marketing is not about just simply signing new members, it's about connecting and engaging with *existing* members. Community marketing is about the **conversation**.
- Engagement with natural **conversation**.
- An organization that has done community marketing right creates a community rather than a following.
- How did you create community this year? Strengthen in 2023?



Creating Community

- Building an authentic, engaged, and loyal community starts with knowing your audience.
- You need to have a strong grasp on who your target demographic is, what they want, and what's important to them. (A, B, C)
- Once you know that, you can begin building a community using:
 - Social media platforms/groups
 - Polls and questions
 - One-on-one interactions
 - Social media live events
 - Demographic Clusters, Small Groups
 - Priorities and motivations



5+ Foundational Tips and Reminders for recruiting, renewing, sponsorships, and relational connection

- Research, Set Appointment, Relationship/Rapport
- Learning priorities and motivation
- Share and connect solutions and benefits
- Test the waters
- Manage objections
- Motivate to renew and investment

- Relevant next step



Sign up Now:

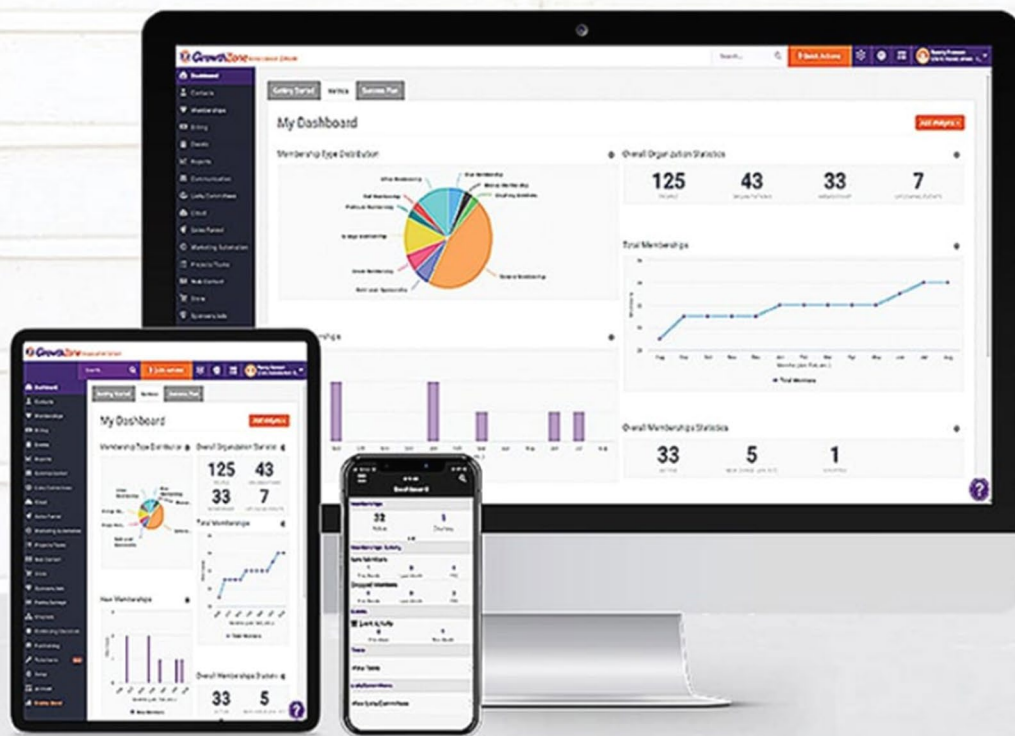
- Slides
- Handouts
- Templates
- Virtual Trainings
- On-line Courses
- Newsletters

Let's stay connected:

LinkedIn: www.linkedin.com/in/sharipash

Facebook: Shari Delaney Pash





Grow Faster Association Management Software

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

[GET A 1-TO-1 DEMO](#)

[VIEW A PRODUCT TOUR](#)



Strategic Solutions for Growth

Shari Pash, Membership and Growth Strategist

Shari's hands-on approach to membership and volunteer development is rapidly changing the way organizations view recruitment, engagement, and retention.

She also conducts and facilitates board of director planning and goal setting sessions and works alongside her clients to take their efforts to the next level while generating continuous and measurable outcomes.

517.285.7127 | sharipash.com | shari@sharipash.com

