

June 15, 2011 | 11:00 am CDT

Member Retention

Best Practices AND Innovative Solutions

allen★press

an Allen Press Webinar Series



Presenter
Christy Classi

Host



Joanna Gillette

Issues Facing Our Societies Today



- Value for Dollar
- Increasing Expectations
- Personal Attention
- Flexibility Important
- Technological Sophistication
- Lack of Public Awareness

What is the Lifetime Value of One Member?



Formula= $1/(1-\text{Retention Rate}) \times \text{Dues Revenue}$

Actively Promote the Benefits of Membership to Individuals Who Are ALREADY Members of Your Organization to Increase Retention.



- Networking
- Professional Development
- Educational Program
- Reference Directory
- Up-to-date information
- Funds for Research
- Career Information
- Recognition





**Remember the Benefits that the Society
Provides to the Public/Field as a Whole,
Not Just Its Individual Members.**



- Greater Appreciation
- Code of Ethics
- Student Outreach
- Public Awareness
- Attract People
- Research
- Recognition

Student Members





- Influence Career Choice
- Loyalty Early On

- Leadership Opportunities
- Put Them to Work!

A silver, four-pronged spinner with the word "IDEAS" on its central hub. The spinner is positioned in the center of the slide, with its four prongs extending outwards. The word "IDEAS" is written in bold, black, uppercase letters on the central hub. The background is a light, neutral color.

Job Boards

Course Packs

“Give a Grad a Gift”



First Two Years of Membership are the Years with the Highest Level of Attrition



Use your Welcome Letter to Resell
Membership In Your Organization.
No Buyer's Remorse!

Make Contact Every Month



Do your Members Understand the Benefits?



- Ask: “What is your #1 Reason for Joining?”
- Once You Have the Answer, Use it!

Get Your Members Connected





- Survey your Members
- Post Photographs

- Member of the Week
- Word of Mouth

- Handwritten Thank You Notes
- Acknowledge Birthdays



- Celebrate Successes & Accomplishments
- Awards Program
- Anniversary Campaign



Schedule a Walk/Run at Next Meeting



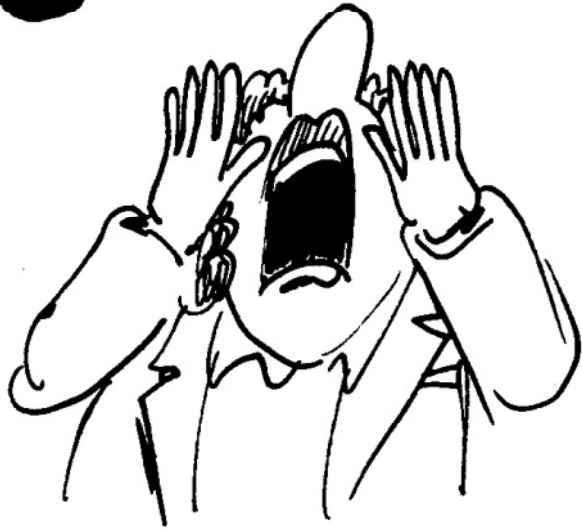
- Webinars
- Electronic Newsletters
- Video Testimonials
- Feedback
- Google Alerts



The More a Member Volunteers for an Organization, the More Importance He or She Will Attach to That Organization



Volunteers!



- Directly Ask
- Recruit at Annual Meeting
- Ask for Recommendations



- Be Flexible
- Task Forces,
Not Committees

Are you
Keeping the
Members that
Want to Stay?



Renewal Campaign



- Higher Frequency
- Highlight Benefits
- Build Urgency
- Utilize Active Members

Exit Surveys



Membership

