

# **Resources on How to Increase Membership**

Relevance  
Recruitment  
Retention  
Relations  
Communications

**CSAP Fall Conference**  
11:00am – 12:00pm  
November 19, 2014  
Hyatt Regency Orlando

## Relevance

Delivering  
valuable and timely  
programs, products, and services  
which your members  
cannot get somewhere else

Membership development from the President's perspective is all about relevance:

- How can you make your organization relevant to current and potential members?
- How do you get a message out to them and make them care or act upon it?
- How can you support them in their profession or industry?
- How can you make them the best they can be?

As the President, it is your job to ensure that your organization continues to be relevant to your current members, your prospective members, the profession or whatever community you serve.

## Resources

- Coerver, Harrison and Byers, Mary, CAE, *Race for Relevance*. Washington, D.C.: ASAE & the Center for Association Leadership, 2011. Print.
- Your Nonprofit's Newsletter: You Are Not the Target Audience, Kivi Leroux Miller, Mar 21, 2014, <http://www.nonprofitmarketingguide.com/blog/2014/03/21/your-nonprofits-newsletter-you-are-not-the-target-audience/>
- 3 Ways To Make Your Company Relevant, Andrea Coville and Paul B. Brown, April 3, 2014, <http://www.fastcompany.com/3028544/leadership-now/3-ways-to-make-your-company-relevant>

## Recruitment

Recruitment is the lifeline for an organization; it's where everything begins.

- Who's your audience?
- What is the value the audience will find in your organization?
- When do you recruit them?
- Where do you find them?
- Why?

## Resources

- Dalton, James G., and Monica Dignam. *The Decision to Join: How Individuals Determine Value and Why They Choose to Belong*. Washington, D.C.: ASAE & the Center for Association Leadership, 2007. Print.
- *Membership Recruitment and Retention*. Washington, D.C.: ASAE & The Center for Association Leadership, 2009. Print.
- Sladek, Sarah L. *Knowing Y, Engage the Next Generation Now*. Washington, D.C.: ASAE & the Center for Association Leadership, 2014. Print.
- You Won't Believe the ROI on This Member Recruitment Campaign. ASAE: The Center for Association Leadership, Joe Rominecki, September 10, 2014. Retrieved November 4, 2014. <http://associationsnow.com/2014/09/wont-believe-roi-member-recruitment-campaign/>

## Retention

It is easier to keep members than find new members.

- Real growth comes from retention.
- Be strategic in who you contact and how.
- Ask members how they would like to receive their renewals, email or mail, follow up with them in the way they want to be contacted.
- Goal is to communicate to a member in a way that instills value of membership driving renewal.

## Resources

- *Membership Recruitment and Retention*. Washington, D.C.: ASAE & The Center for Association Leadership, 2009. Print.
- "Drury University: Retaining Members." *Drury University: Retaining Members*. N.p., n.d. Retrieved November 4, 2014.  
<http://www.drury.edu/du/student-activities/Retaining-Members/>
- *Membership Renewal Survey Results*. Wild Apricot Blog. Published online July 3, 2012. Retrieved November 4, 2014.  
<http://www.wildapricot.com/blogs/newsblog/2012/07/03/membership-renewal-survey-results--infographic>
- McGary, Maggie. *Using Online Community to Increase Member Retention*. SocialFish [SocialFish RSS], Published online March 24, 2014. Retrieved November 4, 2014.  
<http://www.socialfish.org/2014/03/using-online-community-to-increase-member-retention>

## Relations

Engaged members stay members. What is your R.O.I. - Return on Member Investment?

What will someone get in return from their investment with your organization?

- Resources
- Learning
- Community
- Advocacy
- Other

How do you measure your success?

Conduct a membership satisfaction survey to measure your members' knowledge of and satisfaction with the programs, products, and services your SHA provides.

Results will help you understand what it is they do value.

## Resources

- Steve Lane, Bryce Gartner, and Dan Varroney. *Accelerating Strategic Member Engagement*©. 2014. E-Book. <http://www.verticalleapconsulting.com/defying-gravity-insights/research-and-articles/91-accelerating-strategic-member-engagement.html>
- You Won't Believe the ROI on This Member Recruitment Campaign. ASAE: The Center for Association Leadership, Joe Rominiacki, September 10, 2014. Retrieved November 4, 2014. <http://associationsnow.com/2014/09/wont-believe-roi-member-recruitment-campaign/>
- Rules of Engagement: New Members, New Energy. ASAE: The Center for Association Leadership, Joe Rominiacki, June 1, 2014. Retrieved November 4, 2014. <http://associationsnow.com/2014/06/rules-of-member-engagement-new-members/>

## Communications

### NEED TO COMMUNICATE VALUE!

- Make your recruitment and renewal message simple and consistent.
  - Example: You are in the profession to help people; ASHA is here to help you do that.
- Show the benefits of your organization and promote value through benefits.
- In this role, our job is educating both prospective members and current members about the value of membership.

## Resources

- Communication That Works  
*Associations Now*, February 2012 Intelligence  
<http://www.asaecenter.org/Resources/ANowDetail.cfm?ItemNumber=144790>
- Communicate Value, Increase Membership  
*Associations Now*, May 2011 Intelligence,  
<http://www.asaecenter.org/Resources/ANowDetail.cfm?ItemNumber=71509>
- Cross-Culture Communication: Good Collaboration is a Must  
Mind **Tools**<sup>®</sup>, Retrieved November 4, 2014  
<http://www.mindtools.com/CommSkill/Cross-Cultural-communication.htm>
- How to Create an Effective Recruitment Marketing Campaign  
*Huffington Post* [Business Section, *The Blog*], Retrieved November 4, 2014  
[http://www.huffingtonpost.com/sajjad-masud/how-to-create-an-effective-recruitment\\_b\\_2959518.html](http://www.huffingtonpost.com/sajjad-masud/how-to-create-an-effective-recruitment_b_2959518.html)
- Dalton, James G., and Monica Dignam. *The Decision to Join: How Individuals Determine Value and Why They Choose to Belong*. Washington, D.C.: ASAE & the Center for Association Leadership, 2007. Print.

## Notes from Breakout Discussions

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Empowering audiologists, speech-language pathologists, and  
speech, language, and hearing scientists.