


# The “nuts and bolts” of member recruitment and retention ... Cliffnotes version

Council of State Association Presidents – May 2019  
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## Disclosures for Arlene A. Pietranton, PhD, CAE

- **Financial Disclosure**
  - Paid ASHA employee
- **Non-Financial Disclosure**
  - ASHA member
  - Broad association governance experience & expertise
    - Past Chair of the American Society of Association Executives (ASAE)
    - Current Chair-Elect of the Council of Engineering and Scientific Society Executives (CESSSE)
    - Current Public Member of the Certified Financial Planners (CFP) Board of Directors; Chair of the CFP Board’s Governance Committee (2017 – present)




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## Attribution

This presentation was developed with information from the American Society of Association Executives (ASAE)


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**Are You Relevant?**

Membership in 2019 is all about **RELEVANCE**

- ROI to current and potential members
- Messaging that makes members care or act
- Programs, products and services that make a difference
- Ethics and professional standards that set the bar

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**What Does Relevance Look Like?**

Helping members engage & connect with one another

Organize & communicate your offerings via a clear Value Proposition

Helping members grow & succeed

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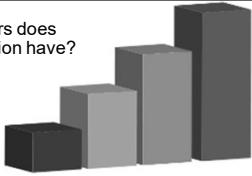
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How many members does your state association have?



**Recruitment Fundamentals**



5% - 61%  
How many potential members are there in your state?

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**Recruitment Fundamentals**

- What types of memberships do you have?
- What do you do to recruit?
- Are there "opportunities" and/or "challenges"?
  - Have you identified what they are?
- Do you want to increase all memberships or just professional memberships?





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**Recruitment**

- What promotion channels do you use for recruitment?
- Are you using social media?



- Does the association have a recruitment/renewal plan in place?
- Have you identified the value proposition for members to join?




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## HOW DO MEMBERS FIND YOU.

Colleague or co-worker	35.9%
Professor or instructor	29.0%
University or college program	12.8%
Do not recall	6.7%
A workshop, conference or meeting	4.3%
Some other way	3.3%
Advertisement in a journal or magazine	3.1%
Direct contact from the association by direct mail	2.0%
Browsing on the Internet	1.4%
Direct contact from the association in person	0.6%
Direct contact from the association electronically	0.5%
Booth at a trade show	0.2%
Telephone or email inquiry	0.2%
News story	0.1%




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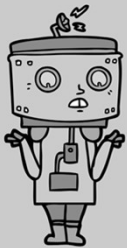
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## WIIFM?



Access to the most up to date information available	4.22
Professional development or educational program offerings	3.91
Opportunities for you to network with other professionals	3.72
Access to career information and employment opportunities	3.39
Access to products, services and suppliers	3.21
Opportunities to gain leadership experience	3.05
A reference directory of members/practitioners	2.93
Member discounts or group purchasing activities	2.85

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## Recruitment

- Do you reach out to new graduates? Do you have a relationship with the CSD programs in your state?
- What incentives do you provide to join?
- What do members get from your state association that they don't get from ASHA? How can you differentiate yourself and identify your value?
- Are you building your state coalition(s)? Are you communicating to potential members that the state association has key state-related resources and programs, such as advocacy?
- Does the state association use ASHA's mailing lists or e-mail blasts for outreach to potential members in your state?




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## Member Relations

- Identify the needs and views of current and potential members to create and prioritize effective strategies for member engagement.
- Identify opportunities for members to contribute to the advancement of organizational programs and goals.
- Member relations is about moving people to a place of mutual respect and teamwork.



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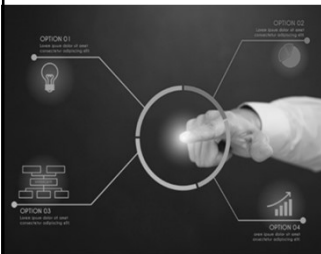
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## Understand the Benefits



Whether recruiting or retaining we must:

- Understand the desired benefits
- Incorporate them into strategic thinking and relationship building

Benefits should be:

- Segmented
- Unique



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## One Size Does Not Fit All

- Communicating with members
- Encouraging participation
- Protecting the things members care about



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## Communicate the Value – What's the ROI?

- Do you have a clear value proposition?
- Are resources, timeline and measurement actions addressed?
- Are strategies broken down by market segmentations?
- Do the strategies address members' key concerns?



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## Retention

### Develop your plan

- Consider a theme
- Regular renewal communications
- Keep it consistent
- Use all communication channels
- Make it easy!



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## Retention

### Communicate early and often

- Identify your audience(s)
  - Segments
  - Member types
- Develop your message
  - What is relevant to which audience
  - Stress the right benefits
- Choose the right channel(s)
  - Email
  - Print
  - Phone call
- Consider providing a grace period



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## Retention

It is even more important to retain the members you already have!

- No joiners means no growth ... poor retention could result in declines in membership
- Bottom-line: it costs a lot more to recruit than to retain



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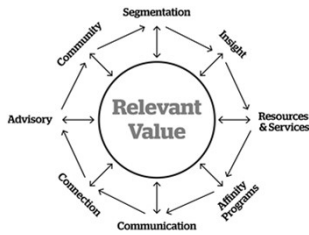
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## Let's Get Engaged

### ENGAGEMENT MODEL



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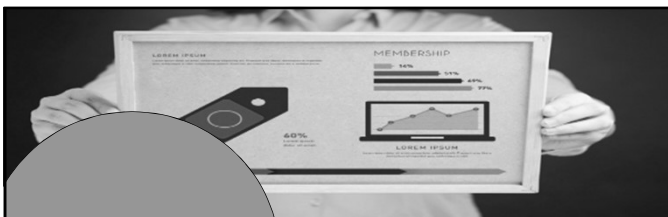
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## Member Value Proposition

- Overall financial position
- Mix and distribution of resources
- Importance of member-centric culture



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## Questions?

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