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Members: How to Get 'Em, How to Keep 'Em

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What do you want to know?

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Introductions

about me... 

about you... 

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Agenda

- The member value proposition
- Recruitment: the ladder of engagement
- Retention: it's all about relationships
- Building a smarter chapter with data

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So how do you get them to choose
YOU?

Member Value Proposition

Member Value Proposition

Question: How can we get members to think what we're doing is valuable?

Member Value Proposition

Better question: What do our members need and want to be successful?

Which of those needs and wants can we reasonably meet?

What aligns with our mission?



BENEFITS, not features

Benefits v. Features: Your Turn

Membership is *everyone's* job

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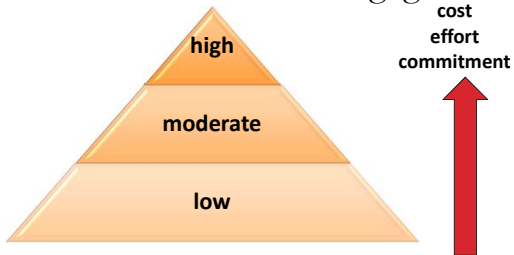


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What is the ladder of engagement?



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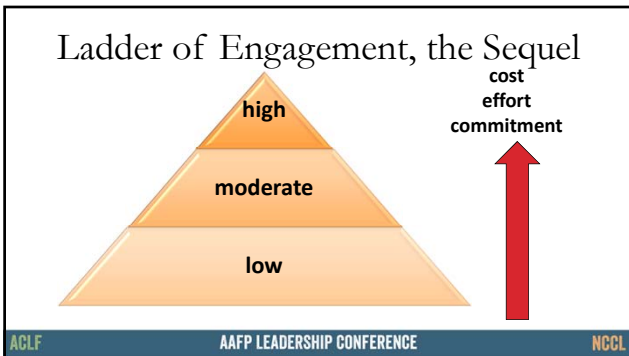
↓ Pitches

↑ Success

So how do you keep them?







engaged members renew
disengaged members don't

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Member Engagement

Question: How can we get our members to do what we want them to do?

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Member Engagement

Better question: What do our members value?

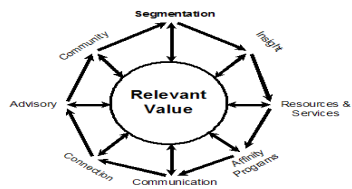
What outcomes do they seek?

What reward system can we build around that?

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Engagement Model

ASAE, *Membership Essentials*, pg. 206

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How do we get smarter?

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Active



Passive



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Formal



Informal



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