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

Elizabeth Weaver Engel

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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

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### Member Value Proposition

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

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### 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?**

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BENEFITS, not features

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Benefits v. Features: Your Turn

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Membership is *everyone's* job

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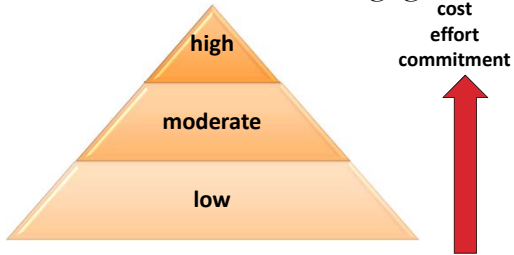
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What is the ladder of engagement?



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↓ Pitches

↑ Success

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So how do you keep them?

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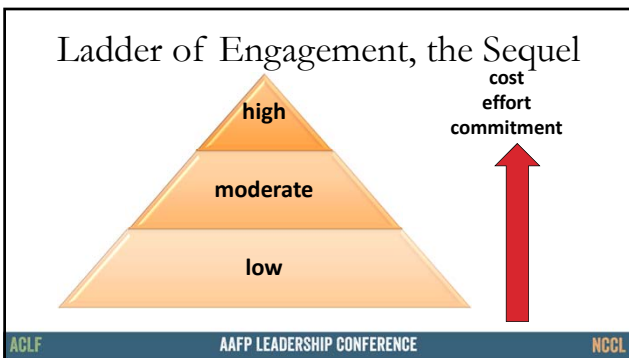
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engaged members renew  
disengaged members don't

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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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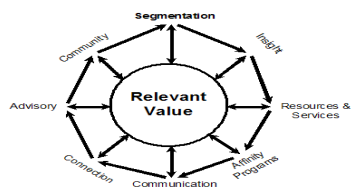
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**Engagement Model**

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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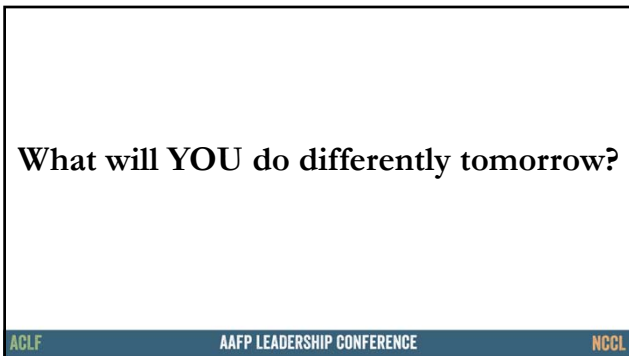
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**Keep in touch!**

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