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


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


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


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


**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](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](http://www.asaecenter.org/Resources/ANowDetail.cfm?ItemNumber=71509)

- Cross-Culture Communication: Good Collaboration is a Must
  *Mind Tools®,* Retrieved November 4, 2014

- How to Create an Effective Recruitment Marketing Campaign
  *Huffington Post* [Business Section, The Blog], Retrieved November 4, 2014

Notes from Breakout Discussions
Facilitators

Mike Skiados, CAE
Director, Membership
301-296-8678
mskiados@asha.org

Melanie Johnson
Membership Program Manager
301-296-8681
mjohnson@asha.org

Steve Ritch
Manager, ASHA Associates Program
301-296-8671
sritch@asha.org

American Speech-Language-Hearing Association (ASHA)
2200 Research Blvd
Rockville, MD 20850
National Office: 301-296-5700
http://www.asha.org

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