The “nuts and bolts” of member recruitment and retention ...

Council of State Association Presidents – May 2019
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Disclosures for Arlene A. Pietrantoni, 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 (CESSE)
  • Current Public Member of the Certified Financial Planners (CFP) Board of Directors; Chair of the CFP Board’s Governance Committee (2017 – present)

Attribution

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

Are You Relevant?

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
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?

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?
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?

How do members find you?

- Colleague or co-worker: 38.9%
- 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%
- Web site: 1.4%
- Direct contact from the association in person: 0.6%
- Direct contact from the association electronically: 0.5%
- Booth at a trade show: 0.4%
- Telephone or e-mail inquiry: 0.2%
- News story: 0.1%

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
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.

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

One Size Does Not Fit All

• Communicating with members
• Encouraging participation
• Protecting the things members care about
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?

Retention

Develop your plan

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

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
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

Let’s Get Engaged

ENGAGEMENT MODEL

Member Value Proposition

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

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