



present the

365 Days to Successful Member Retention

**Tuesday, March 9, 2010
10:00 – 11:15 a.m.**

Content Leaders:
Gregg Mindt, Principal, The Mindt Group

**2010 Great Ideas Conference
Colorado Springs, CO**

Pillars for Success

1. Creating a sense of community
2. Meeting individual needs & personalizing the experience
3. Engagement
4. Stickiness



1. Creating a Sense of Community

Examples of a *sense of community* in the business world:

- Apple
- Harley Davidson



Cult Brands

The Power of Cult Branding
How 9 Magnetic Brands Turned Customers into Loyal Followers

7 Golden Rules of Cult Brands...

- ...always create customer communities.
- ...are inclusive.



2. Meeting Individual Needs & Personalizing the Experience

Who does it well?
(in the business world)



Who does it well?

- Burger King
- Dell
- Nike
- Land's End



Individuality - it's more than good service.

The evolution of music.

BMG → iTunes → Pandora



Associations...
Doesn't technology provide the
means to individualization?



3. Engagement

Solidifying membership in the first year.



- A second transaction - the first being joining. (Marketing General, Inc.)
- Interaction
 - Join a local chapter
 - Special interest group (SIG) or committee
 - Attendance: meetings, conferences, seminars



4. Stickiness

- Do members understand & embrace the vision/mission?
 - Is is something that unites?
 - Do they believe they can help achieve the mission?



Continued...

- Member resources
 - Accessing member information
 - Programs
 - Vendor programs & resources



Opportunities for Personalization

- An engagement plan...fully integrating association activities and retention efforts.
- Consider creating a calendar; defining "what happens when...?"



How is your board engaged?

- Chair - thank you note for joining
- Chair - thank you note for renewing
- Board outreach - when past due
- Membership committee - why not a renewal committee?



Are you personalizing your outreach?

- Hand-written notes; attach a recent conference presentation/document.
- CEO email - "thanks for joining..."
- Other?



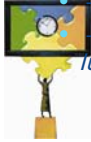
How can you use events?

- Mentor (leadership) or befriend new members at conference, lunch, etc.
 - No board tables.
- Red sweatshirt vs. ribbons and badges.



How are vendors utilized throughout the year?

- Coordinated outreach by endorsed providers.
- Renewal opportunity - "*renew now and get...*"
- Engagement with vendors (personalized).
- one-on-one



"Who said there is no such thing as a free lunch?"



Corporate approach: how are they engaged?

- Some members are more important (Differentiation; *199 Ideas*, p. 76)
- Regular meeting with CEOs
- Provide updates - something special



Personalized benefits?

- Legal guides vs. personalized legal support.
- Throughout the year - one-time 20% off (i.e. book, event, ad, etc.).
- Other?



Advocacy opportunities?

- Legislative meetings with members not just good 'ol boys.
- Make new members a point of contact for legislative relationships (=responsibilities).
- PAC check delivery (requires understanding of industry issues).



advocacy continued...

- Hill visits
- Other?



Invoicing

- Is renewing easy?
- Schedule of invoices. What's included with invoice?
- Do you have a compelling offer or incentive?
 - *"Renew now and receive..."*



When you're done.

- Take a hard-line approach (i.e. GoDaddy).
 - Cut off benefits
 - Online listings
 - Events
 - Publications
 - Endorsed benefits (and did they follow up?)



When you're done continued...

- Last ditch - renew now to continue benefits (list 'em) and reinstate
- Board call - how did we fail or not deliver?
- Move on...



Checklist for new members.

- Who is responsible?
- When will it be accomplished?
- Was it accomplished?



checklist continued...

- New member letter
- Phone call by CEO
- Phone call by various staff
- Welcome letter packet
- Vendor outreach
- Web/directory listings
- Events
- Paperwork (i.e. national membership)



Conclusion

- Did you do everything in your power the first year to:
 - Create a sense of community?
 - Create a personalized experience?
 - Engage them?
 - Create the “stickiness” or interdependence?



conclusion continued...

- Exhaust every possible opportunity to connect?
- Check off everything on your checklist?

Remember... You can only do so much!



Resources & Reading


The Power of Cult Branding: How 9 Magnetic Brands Turned Customers into Loyal Followers, By Matthew W Ragas and Bolivar J. Bueno

The Membership Marketing Life Cycle (white paper), By Tony Rossell, senior vice president, Marketing General Inc., www.MarketingGeneral.com

Member Retention Toolkit: Leveraging Social Media to Increase Member Stickiness (White Paper), The Port Network Inc., www.theport.com



199 Ideas: Membership Recruitment and Retention

ASAE & The Center's Membership Section  **asae & the center**
for association leadership
www.asaecenter.org



Contact Information

Gregg Mindt
Principal
The Mindt Group
503-703-2100
gregg@themindtgroup.com
www.themindtgroup.com