



Make Your Association Sticky: Using Engagement as an Association Success Strategy

**Monday, March 8, 2010
10:45 a.m. - 12:00 p.m.**

Content Leaders:

Lenora Billings-Harris, CSP, president, Excel
Development Systems, Inc.

Chris Clarke-Epstein, CSP, CCO (chief change
officer), Change 101

Marilynn Semonick, CSP, CEO (chief
exploration officer), The Success Studio

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

*All contents copyright 2010, ASAE & The Center for Association Leadership, except noted selections
which have been reprinted with permission of the copyright owner.*

Make Your Association Sticky

Engagement Defined

Engagement is a member's sense of purpose and focused energy, evident to others in the display of personal initiative, adaptability, effort, and persistence directed toward our Association's goals.

Adapted from *Employee Engagement* by William Macey, et al.

As an Association, we

1. Have a clear, simply defined set of goals
2. Communicate our strategy to our members for accomplishing those goals regularly
3. Suggest actions our group members can take to help the Association reach our goals
4. Have a formalized process to integrate new members into our community
5. Track our member demographics
6. Tell our individual members what actions they can take to help the Association reach our goals
7. Introduce any change with a well thought-out communication plan
8. Report our progress toward our goals in a simple, quickly understood format on a regular basis
9. Enjoy a membership retention rate higher than average for an Association of our size and type
10. Track where our members come from
11. Annually review our member benefits from our member's perspective
12. Provide Association Based Leadership training for our volunteer leaders
13. Work a defined process to invite and serve under-represented populations into our Association

Our Members

1. Anticipate and share ways our Association can make a difference in our arena
2. Clearly understand the goals of our Association
3. Value the offerings of our Association as critical to their professional development
4. See the offerings of our Association as critical to their personal development
5. Respond positively when we introduce changes
6. Embrace new services and benefits wholeheartedly
7. Suggest new services regularly
8. Deal well with uncertainty
9. Volunteer for leadership positions without coercion
10. Provide more volunteers than we need for activities
11. Are involved in a meaningful volunteer activity
12. Regard their membership as a necessity rather than a luxury
13. Are our best membership recruiters
14. Are intensely loyal to our Association
15. Think what our Association does for them is very important
16. Feel welcome when they *walk in our doors*



Special Offer for Great Ideas Attendees

If you and your Association work on these questions, send us your work and we will review your answers and provide a brief report with our evaluation and recommendations. Contact us at Info@BeyondthePlatform.com



Make Your Association Sticky

Members are engaged in Associations that are...

1. Committed to Purpose and Action

We could...

2. Responsive to Change

We could...

3. Practiced at Inclusion

We could...

4. Viable Financially

We could...

5. Built on Lessons Learned

We could...

My Partner's Name:

Phone Number:

One thing I am committed to do because of this session is



We'll talk on March 22.2010