



AMERICAN COUNSELING ASSOCIATION

INSTITUTE for LEADERSHIP TRAINING

Your membership is changing and so should you
**- Advance Strategies for Membership
Recruitment and Retention!**

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Your Membership is Changing and So Should You!!



5 Advanced Strategies for Membership Recruitment and Retention!

Your Membership is Changing and So Should You!

1

Young or old, membership recruitment is a sales process!

Understanding who your members are...your members' purchasing phases and your methods for bringing them in (creating awareness, recruiting, engaging, renewing) is all part of the membership recruitment or membership sales process. Your association's membership/marketing teams should always be working in tandem to create cohesive messaging at every stage of this process.

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2

Understand your Association's Niche!

Use your competitors as a way to research what's missing in your industry and carve out niche services in those areas. Look at your current membership base's demographics—if you had to categorize them with a broad stroke, what would you say?

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3

Research Members' Needs!

What's the saying? "Ask and you shall receive?" This is precisely what you need to do as an association. Ask your members and the community at large what they want. What are they missing from other organizations? What are the reasons they choose *not* to join or stay and what would change their minds?

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4

Know your association's value!

When you get to the point of talking to prospective members, do you know what you'll say? No more touting that networking is your greatest value.

Incentives to join (free month of membership, discounted dues) will not sustain your membership numbers. Sure, they may be nice perks in the beginning, but unless you are prepared to offer them endlessly (and then what kind of perk is that?) you won't see retention.

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5

Test, track and repeat (revamp)!

Metrics are an important part of any membership recruitment and retention strategy. Set up methods for tracking your recruitment processes, stages of engagement and how (and when) members make the decision to commit.

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Final Tip! Getting them is the easy part, keeping them is the challenge!

Your current members are just as important, if not more so, than the prospects. Once you have them hooked and interested, they've paid their dues and they want more.

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