



Steps to Successful Membership Management

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Did You Know...

If your membership retention rate is 80% that every 5 years your membership turns over?

Step 1: Implement a Membership Action Plan Annually.

- Appoint/Elect a Membership Chairperson
- Establish/Re-establish a Membership Committee
- Implement a Membership Renewal Process with Goals
- Implement a Membership Retention Plan with Goals
- Establish a Membership Recruitment Plan with Goals

Step 2: Implement a Membership Renewal Process.

- Provide timely invoice for membership dues and reminder to member.
 - o Renewal notice sent out 60 days prior to renewal date.
 - o Second notice sent out 30 days prior to renewal date.
 - o Phone call 15 days prior to renewal date to encourage renewal dues be submitted by renewal date.
 - o Phone call 15 days after renewal date to determine if member is planning on renewing. If member is not going to renew, determine reason for cancellation.
- Remit payment immediately to the National Association of Home Builders and the Indiana Builders Association. These should be made no later than the member's renewal date if the member has paid your association.

Step 3: Identify a Net Membership Retention Rate.

- Determine the reason each cancelled member did not renew.
 - o Out of business through retirement or death.
 - o Out of business through bankruptcy.
 - o Closed business.
 - o Price.
 - o Expectations of membership were not met.
 - o Value of membership not realized.
 - o No time to participate.
 - o No reason.
 - o Other _____.
- Net Retention Rate = beginning membership number minus cancellations due to out of business/closed business.

Step 4: Implement a Membership Retention Plan.

- Determine a member's preferred communication method:
 - o Phone
 - o Email
 - o Website
 - o Regular Mail
 - o FAX

- Face-to-face
- Determine a member's expectations by utilizing the member's preferred communication method.
 - Why did you join the association?
 - What are your expectations?
 - What are your two biggest challenges in your business?
 - "If those are your challenges, then you have joined the right organization. Here's what we offer that address those issues...."
- Communicate on a monthly basis with the member through their preferred method with at least one of the following:
 - Meeting Notices and Seminar Registration Forms
 - Newsletter, Newspaper, or Magazine
 - Emails
 - Postcards
 - Website
 - Member face-to-face visits
- Provide resources to members.
 - Respond within 24 hours to any member's request.
 - Membership Directory (local association phone number and website predominate)
 - Membership Card/Certificate/Window Cling
 - Association Happenings (calendar, upcoming events, publications schedule, fact sheet)
 - Association Logos (email, cd, hard copy)
 - NAHB Toll Free Phone Number
 - NAHB Membership PIN for Login to www.NAHB.org
 - NAHB "Pocket Savings"
 - IBA Toll Free Phone Number and Website www.BuildIndiana.org
 - IBA Membership Benefits Brochure
 - Disseminate resources at all meetings, seminars, and events.
 - Host annual/semi-annual "Getting Your Money's Worth" Membership Benefits program.
- Recognize members.
 - Have members complete a member profile yearly to post on website and to publish in print once a year.
 - Have members introduce themselves at meetings and seminars.
 - Publish new members and renewals in publication and on website.
 - Offer advertising opportunities in publications, on website, and on meeting notices.
 - Offer sponsorship and member recognition opportunities at events.
 - Offer networking opportunities at events and encourage members to make new contacts utilizing networking exercises.
 - i.e. "Bumping" – Often used in social fraternities, "bumping" allows new or prospective members to meet many people without placing the burden of introductions on one member. Here's how it works: a member introduces him/herself to a new or prospective member and continues to

communicate with the prospective member until “bumped” by another member. Introductions are made and the original member moves on to “bump” another member. This would be a great exercise to use during the social time prior to membership meetings.

- i.e. (5 or 10 minutes) At a Howard County membership meeting, immediately following dinner, the president asked everyone to get up and to introduce themselves to two people in the room that they didn’t know.
- Offer high quality educational programs at membership meetings and at seminars.
 - Determine topics of interest and select qualified presenters.
- Host networking and promotional events, i.e. golf outings, table top nights, home shows, home-a-ramas, picnics, truck shows, hog roasts, smelt fry, day at the track, day at the boat, etc.
- Publish and encourage members to participate on committees and projects of interest.
- Partner with successful community projects, i.e. Habitat for Humanity, County Fairs, Coats for Kids, Toys for Tots, etc.
- Convey your political agenda and successes to members and encourage their involvement, i.e. host your legislators at membership meetings, attend local council meetings, host political fund-raising events, support pro-housing and pro-business candidates for local, state, and federal positions, etc.
- Implement the Indiana Quality Assurance Builder Standards program.
 - Regarded as an extremely valuable tool which can only be used by builder and remodeler members of participating local builders associations.
 - Sets builder and remodeler members apart from non-members in the community, creating a marketing advantage.

Step 5: Establish a Membership Recruitment Plan with Goals.

- Develop a list of prospective members i.e. companies pulling permits, yellow pages, competing organizations websites, billboards, company vehicles, newspaper advertisements, etc.
- Implement a membership contest and/or drive with incentives.
- Utilize NAHB Spike program and incentives and a buddy mentoring program.
- Provide volunteers with materials necessary to recruit new members i.e. membership resources and membership application.
- Implement Membership Retention Plan immediately upon member joining.

The Burden of Leadership is to EXCEED Members Expectations!