

# Membership Retention and Growth Strategies

Your 'Compleat' Guide



# 7 Strategies for Membership Retention and Growth

## 1 Know Your Industry

Sounds obvious and we are sure you do, but keeping up to date with the latest developments is one thing – making sure that information reaches your membership is sometimes less considered.

Time runs away with everyone and the message doesn't get out.

It is likely your membership will be made up of people:

- considering a career in the industry/profession
- students making those first steps and they will be filled with ideas and passion
- early career professionals finding their way and hungry to learn from the experts but also eager to bring about change
- a large proportion of your members might be so busy with their day job that keeping abreast of all that is happening is a challenge.

They will all value their membership, knowing you will provide the information they need in one easy to access location with experts leading the way and driving change.



## 2 Know Your Members

So, it makes sense with all this talent in one place you need to know your members.

A successful organisation will know the overarching aims and objectives for being a member and be doing all they can to ensure they deliver on these needs.

Each of the groups above will have a common interest, but also their own ambitions, so you must ensure your organisation is addressing these as much as possible whilst keeping to the aims and objectives and Constitution of the organisation.

Communicate regularly as a two-way channel. You need input and feedback to ensure you are providing for their needs and sharing their work and achievements too.

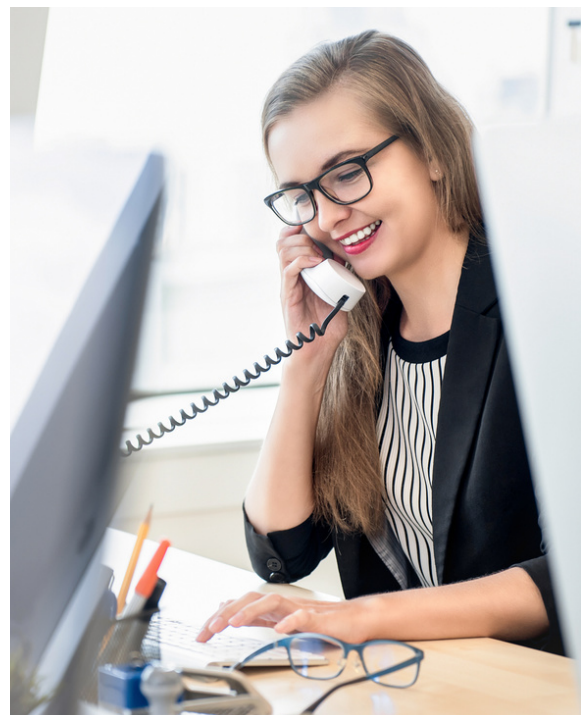
Technology provides so many ways of doing this but it does take time and a process must be in place to get everything done.

## 3 Phone Your Members

With so much technology and numerous social media platforms the good old telephone is sometimes forgotten but taking the time to speak to your members is a very powerful way to engage. Allocate time to contact them, especially when they first join – don't leave this tool until they leave – use it now, welcome them, get to know what drove them to join and what are they looking to get out of their membership.

Encourage them to keep in touch, submit papers and engage with your social media. Suggest joining events to meet and network with their peers and experts.

Give them a real feeling of belonging from the outset.



## 4 Upsell Strategies

Depending on your industry there will be different ways of approaching this, but do you have an incentive for your members to subscribe to other materials, your events and perhaps promote your brand through merchandise.

Do you have non-members attending your events? What and how do you incentivise them to join the organisation? Do you follow up post-event if they don't take it up?

What can you offer to your existing members and the potential members by way of a referral scheme? Everyone loves to receive a gift or bonus.

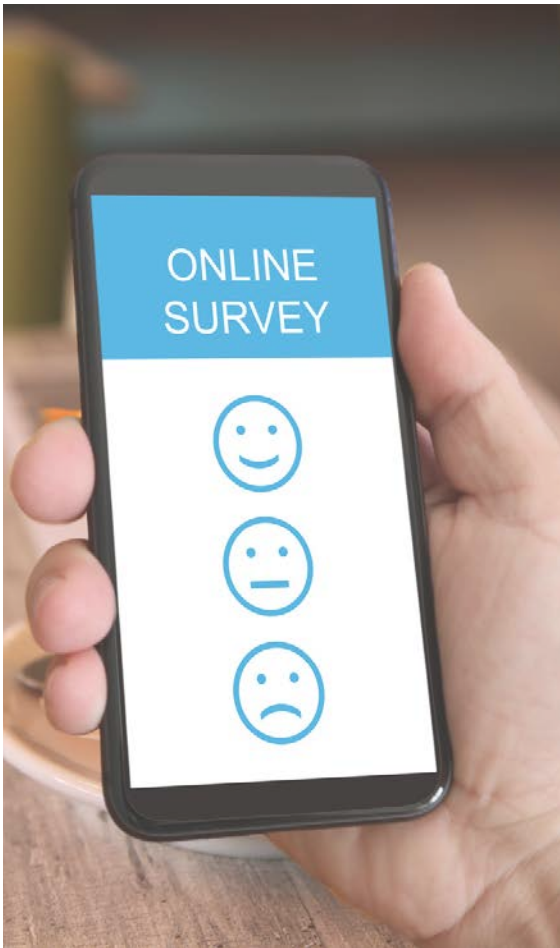


## 5 Regular Communication

Everyone's inbox is too full nowadays, so make sure you gather the information you want to share with members and as much as possible keep it to a regular and expected date when it will drop into their inbox. If you keep sending emails with small bits of information every day, it gets lost or deleted without being read. Make your communication something they look forward to receiving, be sure it is packed with interest and becomes part of their essential reading.

Sending something unexpected through the post is often a nice surprise for people and definitely a great way to grab their attention.

More regular information must of course be out there on Social Media - a quick and easy way for everyone to keep up to date with what you are doing – and of course this will reach your potential membership and be a great lead-in for joining.



## 6 Surveys

We have spoken about knowing and keeping in touch with your membership and if you don't ask too often, surveys are a helpful way of gathering data and the views of your membership. Keep them concise and be sure you ask the right questions so you get useful data which will help with decision making or driving change.

## 7 Analyse the Data

If you have taken time to design and send a survey and your members have taken the trouble to complete it, be sure to analyse, report on the findings and act on them.

All too often surveys are completed but go nowhere. Your members will be looking to see if you take notice of their ideas and wishes.

These are just a few of the strategies we have in place for our clients, and we hope you find it helpful in retaining and growing your membership.



If this has raised any questions, contact Heather



heather@compleatgroup.co.uk  
01489 668333