

50 WAYS TO KEEP YOUR MEMBERS

1. Have a program, not a campaign. Retention is a year-round priority and needs to be planned.
2. Publish an Annual Report -- and send it to all members.
3. Feature a "service of the month" in your newsletter. You'll probably go one-two years without a repeat.
4. Issue a press release on new services.
5. Give new members a sample "News Release" to send to all the Public/Industry/ Profession that they've joined.
6. Send mailgrams vs. renewal notices-sometimes called renew-o-grams.
7. Anytime a hot issue comes up, call as many members as possible to ask their opinion,
8. If you are planning a new service announce it just prior to renewal time.
9. Have a new member orientation.
10. Send a letter with the message pad flyer "While you were out" the Association President called- Message: Call me to renew your membership.
11. Be sure to acknowledge renewal checks just like new members.
12. Copy to use on invoice, "If you're waiting for the LAST renewal letter before you renew, this is it!"
13. Give members "envelope stuffers" for their employees so they can tell them their company/institution has joined and how that membership can benefit them.
14. Send a newsletter w/front and back covers only--inside: "we'd love to have sent you this complete issue, but you haven't renewed. Call president immediately to reinstate."
15. Send a "New Member Newsletter" to 1st year members once a quarter during their first year.
16. Send congratulatory notes to members when they celebrate anniversaries (of employment) with their company.
17. Sponsor a social function for staff/clerical personnel of your member companies (i.e. Secretaries, etc.)
18. Send renewal notice as formal invitation. "President (Name) requests the honor of another year as your partner in furthering our industry and helping our respective firms,"
19. Send a Directory "Proof" to non-renewals. Tell them it's on the way to the printers, and here's their listing if they renew now.
20. List members in mock "Yellow Pages" Listing-Leave non-renewals off. Ask for renewal to add names.
21. Develop a "Speakers Bureau" of your members and help arrange opportunities for them to go out and talk about your association.
22. Send a post card printed on ½ with "here's our side of the story" (list benefits). "We'd like to hear your side" (why you didn't renew).
23. Get your members involved in some activity-active members don't drop.
24. Have a retention committee-give them goals.
25. Reward renewal efforts as well as recruitment efforts.
26. After 2-3 invoices, have an officer contact personally.
27. send a "ledger sheet" listing all the benefits that have been credited to your members "account" in the past year.
28. Let new members attend 1st Dinner, Meeting, Seminar, etc., for free.
29. Let new members attending their 1st meeting get in a free "plug" for their business-not just name, etc.
30. Keep members' names and addresses current and accurate-easiest sign of caring.
31. Display names of non-renewals on boards at meetings. Get peers to contact. Use "10 most wanted," etc.
32. If you give a member a job, make it worthwhile.
33. List those that do renew in publication and say "thanks".
34. Keep an activity file on each member-note inactivity-sign of potential drop.
35. Use national association as renewal tool-conference, publications, etc.
36. Hold a "service fair" at your next meeting. Each service/committee has a tabletop display during gathering.
37. Hold a retention contest-take non-renewals-see who can generate the most members and dollars.
38. Assign an officer to every member. (Liaison)
39. Get spouses active-assures member renewal.
40. Get employees and employers-not just principles-active.
41. Send "thank-you-grams" for everything.
42. Feature "member of the month" in publications.
43. Send a congratulations letter to a person's boss when he/she becomes an officer, committee chairperson, etc.
44. Get members to your annual conference.
45. Give new members a ribbon and reception at conference.
46. Give new members a one-time business card ad free in newsletter.
47. Hold leadership-training seminar to give tools to be successful.
48. Send members a pledge card-they return it with name of a dropped member they'll get back.
49. Hold a monthly (prior to meeting) president's "News Conference"--where members can talk to, meet and ask questions of president and members.
50. Be a reason to renew. Show new members, your local association has qualified, hardworking, dedicated professionals of good spirit and honest concern, they will renew.