

Membership Retention

By Lois P. Klavir

COFACC Founding Board and VP Membership



What are we discussing today?

- Standard Membership Formulas
- Effective Membership Retention Strategies and Ideas
- The Retention Game Plan
- How to Create a Formal Membership Retention Plan
- New Member Onboarding Timeline
- MembershipWorks
- Additional Resources and Links



Standard Membership Formulas

Retention = (Total number of member accounts last year - total number of cancelled member accounts current year) / Total number of member accounts last year

- 2019 member accounts – 100
- 2020 cancelled member accounts – 20
- $(100-20)/100 = \underline{\underline{80\% \text{ Retention Rate}}}$



Standard Membership Formulas

Net Gain/Loss in % of New Member Dollars (current year) = (Dollar value of the total new member accounts current year - Dollar value of the total cancelled member accounts current year) / Dollar value of the chamber's total member accounts last year

- 2020 Total new member accounts in \$: 15 @ \$100 each = \$1,500
- 2020 Total cancelled member accounts in \$: 20 @ \$100 each = \$2,000
- 2019 Total member accounts in \$: 100 members @ \$100 each = \$10,000
- $(\$1,500 - \$2,000) / \$10,000 = \underline{\underline{-.05 \text{ or } 5\% \text{ Net Loss in New Member Dollars}}}$



Standard Membership Formulas

Net % Gain/Loss New Member Accounts (current year) = (Total new member accounts current year - Total number of cancelled member accounts current year) / Total number of member accounts last year

- 2020 Total new member accounts – 15
- 2020 Total number of cancelled member accounts - 20
- 2019 Total number of member accounts – 100
- $(15-20)/100 = \underline{\underline{-.05 \text{ or } 5\% \text{ Net Loss in New Member Accounts}}}$





Effective Membership Retention Strategies and Ideas

Source: EventBank



Effective Membership Retention Strategies and Ideas

1. Focus in on Your Target Audience
2. Focus on Long Term Incentives to Boost Membership Retention
3. Focus on Onboarding
4. Don't Suffocate New Members
5. Customize Communication Channels



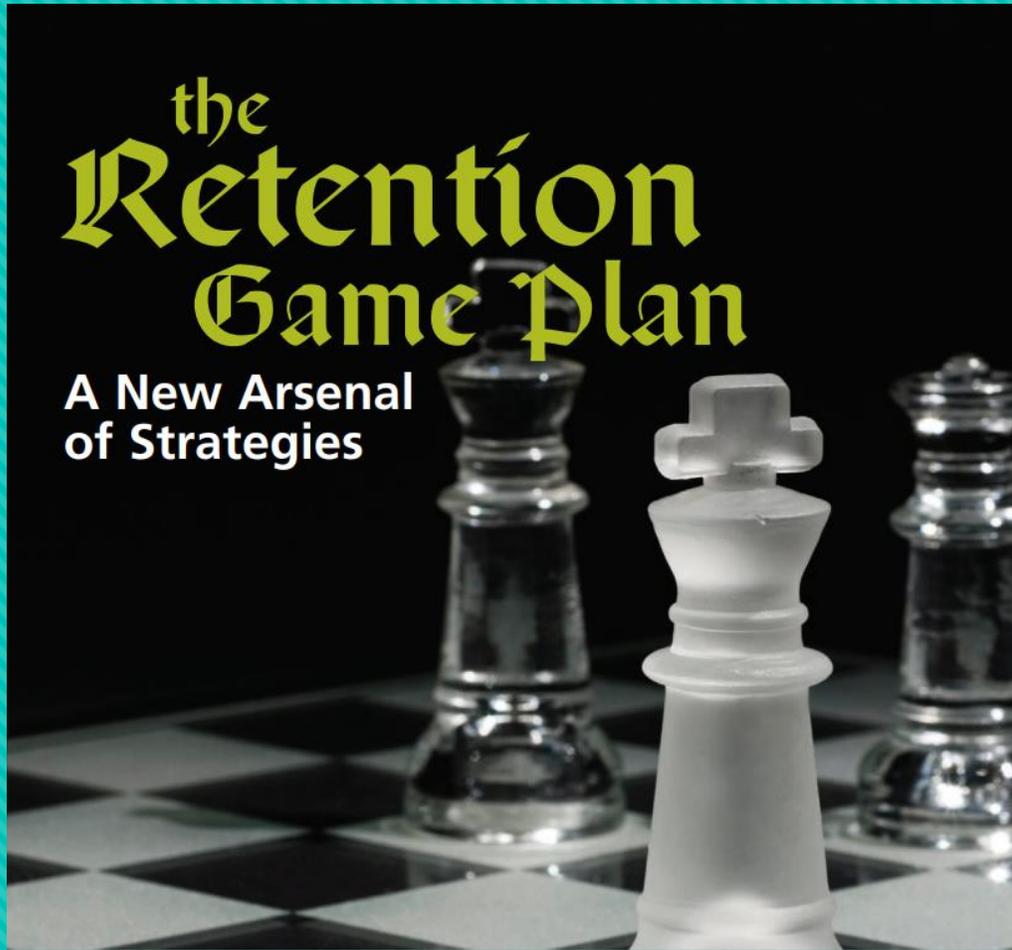
Effective Membership Retention Strategies and Ideas

6. Adopt Membership Management Software
7. Survey Existing Members
8. Develop your Business Engagement Scoring
9. Stress the Benefits of their Membership
10. Run Attractive Events
11. Offer Perks & Benefits



the Retention Game Plan

A New Arsenal
of Strategies



The Retention Game Plan

Source: Hight Performance Group



The Retention Game Plan

1. Old versus New Retention Plan

The OLD retention plan:

- Make calls to members whose renewals are 30–60 days out
- Call or write to members whose renewals have lapsed 30–90 days
- React to non-renewals by having Board members contact their leadership peers to encourage them to reinvest
- Leverage the release of a new directory to pressure delinquent members to renew now



The Retention Game Plan

2. Define your Retention Metrics

- Retention rates by member segment or group
 - Track actual retention rates by industry, size of organization, length of time in business, length of time as a member, zip code, etc.
 - Identify the best and worse retention rates
- Lifetime Value of Members (LVM)
 - Track annual and overall revenue of members (e.g., dues and non-dues)
 - Determine the average LVM for member segments
 - Identify ideal members and their common characteristics
- Engagement levels of members
 - Track participation of events and programs
 - Track participation of committees, councils and other volunteer activities
 - Track response rates for surveys, polls and other invitations for feedback
 - Track website activity (e.g., pages visited, links used, length of time per page)
 - Track interactions and activities (e.g., staff entries in database or activities executed electronically)



The Retention Game Plan

3. Leverage Technology to Track, Monitor and Manage Member Intelligence

- Invest in robust membership management software
- Use dashboards to track status on metrics
- Create opportunities for self-service
- Prevent data silos



The Retention Game Plan

4. Apply Account Management Practices to Expand and Retain Members

- Apply account management practices to expand and retain members
- Target interaction with members on a regular basis
- Expand accounts by going wide and deep
- Hire other experienced account managers for member sales and development



The Retention Game Plan

5. Align Compensation with Retention Strategies

- Pay for retention outcomes
- Make retention everyone's job.





How to Create a Formal Membership Retention Plan

Source: MemberClicks

How to Create a Formal Membership Retention Plan

Month 1:

- Send them a welcome email
- Give them a phone call
- Welcome them on social media and/or in your organization's newsletter

Month 2:

- Invite them to an event
- Send them a targeted email (based on the interests they checked when filling out the member application form)

Month 3:

- Follow up with another phone call to check in and see how they're doing
- Invite them to a new member orientation (either in-person or via webinar)



How to Create a Formal Membership Retention Plan

Month 4:

- Send them another targeted email (with relevant and valuable content)
- Invite them to another webinar or event

Month 5:

- Pair them with a member mentor (if they haven't been paired already)
- Send them a personalized email highlighting a specific benefit or area of your website that will help them specifically (for example, if they're a student member, direct them to your job board)

Month 6:

- Take a look at who's at risk (based on involvement - new member orientation attendance, webinar attendance, etc.)





New Member Onboarding Timeline

Source: ChamberMaster



New Member Onboarding Timeline

Statistics show that it costs 7x more to obtain a new member than to retain a current one.

Connecting and engaging a chamber member during their first 12 months is important because:

- ❖ Members are new, motivated, and excited
- ❖ You have their attention and one chance to set the tone
- ❖ First-year members have the worst renewal rates

chambermaster
membership, marketing & website solutions

NEW MEMBER ONBOARDING

WHY NEW MEMBER ONBOARDING MAKES A DIFFERENCE.

IT COSTS **7x** MORE TO OBTAIN VS RETAIN MEMBERS!

New member onboarding is critical to retention. Statistics show that it costs 7x more to obtain a new member than to retain a current one and that first-year members have the lowest renewal rates.

Onboarding is more than simply sending out a welcome packet and adding them to your Chamber's email list – it's an ongoing process that relies on deliberate communication and engagement.

THE MEMBERSHIP LIFE CYCLE

ONBOARDING
A process through which new members move from being organizational outsiders to becoming organizational insiders.

WHY NEW MEMBER

ONBOARDING IS CRUCIAL FOR CHAMBERS



IMPACT

They're new, motivated, and excited



ATTENTION

You have their attention and one chance to set the tone



RETENTION

First-year members have worst renewal rates

THE

ONBOARDING & TOUCHPOINT SCHEDULE

Onboarding is a process that is worth investing in. Use this timeline as a guideline to help new members become engaged with your organization and build a membership meant to last.

Member onboarding involves more than a checklist. A touch plan to improve onboarding and engagement builds a strong foundation for long-term membership.



Customize this plan for your organization and remember that even a simple plan is better than no plan at all.

DAY 1-7

- ✓ Send welcome email.
- ✓ Mail new member packet.
- ✓ Call the member to say "Welcome to the Chamber."

- ✓ Email instructions on how to access member benefits.
- ✓ Call with an event invitation.

DAY 14-21

DAY 45

- ✓ Make a check-in call / "Hello, how are things going?"
- ✓ Email a reminder of features available to members.

THE

ONBOARDING & TOUCHPOINT SCHEDULE CONTINUED

- ✓ Analyze how they are using their membership.
- ✓ Email a piece of useful content, an article, or a link to a popular page on your Chamber's website.

3 MONTHS

- ✓ Enter member into your Chamber's marketing funnel.
- ✓ Call with information about committees and events.

4 MONTHS

- ✓ Send membership check-in/survey.
- ✓ Email reminder of online community.

6 MONTHS

- ✓ Contact with volunteer opportunities.
- ✓ Extend a personal invite to event.

8 MONTHS

- ✓ Make a pre-renewal phone call.

10 MONTHS

- ✓ Mail a membership-benefit reminder statement.

11 MONTHS

12 MONTHS

- ✓ Send auto-renew notice.
- ✓ Send annual member survey.

THE ONBOARDING CYCLE SHOULD CONTINUE FOR YEAR 1, YEAR 2, AND YEAR 3+ MEMBERS.



MembershipWorks Overview



All-In-One Membership Software

Built-in features provide you the power and flexibility not possible with separate systems/plugins:

- ✓ Member Management & Database
- ✓ Online Payments & QuickBooks/Xero Export
- ✓ Event Calendar & Registration
- ✓ Member Directory
- ✓ Donations, Shopping Cart, Forms
- ✓ Member Only Content



Member Management & Database



Full name or company name
 If applicable

 Required

Business Member
 Business membership has its benefits

Personal Member
 Membership for individuals

Free trial
 Get a taste of membership

[Sign Up](#)

My Member

[Business Member](#) | [Calendar all](#) | [Low](#) | [Lecture](#) | [+ Add Label](#)

- Next Renewal Date**
 Business Member - Automatic renewal
- Invoice 10015**
 \$50
- Profile Updated**
 Do not list in directory, Social Links: to remove, Do not list in directory, Social Links: to access
- Membership Payment**
 \$199
- Join Date**
 Joined via website (Business Member)
- Membership Payment**
 \$199
- Billing Updated**
 User added membership Business Member

New Members

[Jennifer Lee](#) joined via website (Individual Member)
[Patricia May](#) joined via website (Individual Member)
[Betteh Dressed Company](#) joined via website (Business Member)
[Karen Mastern](#) joined via website (Individual Member)
[Happy Deer Co](#) joined via website (Business Member)

Upgrade/Downgrades

[Dennis Lawrence](#) to Gold Donor
[Ross Center](#) to Business Sponsor

Failed Auto Renewal Payments

[Bass Systems](#) payment failed

Renewals

[Tax and Accounting Professionals](#)
[Maresh Min](#)
[ChongYang Tan](#)
[Main Street Bakers](#)
© 2014-2015 FACA Inc.



Event Calendar & Event Registration

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				Today	Oct 19 Happy Hour	Oct 20
Oct 14	Oct 15	Oct 16	Oct 17	Oct 21	Oct 22 Volunteer Meeting	Oct 23
				Oct 24	Oct 25 Member Coffee	Oct 26 Training exercise
					Oct 27 Training After Party	

Golf Competition

Do you know what it takes to win our Golf Competition? Come find out. Prizes will be given for the top 3 winners and there will be an opportunity for a \$10,000 raise in size. Lunch will be provided for all competitors.

Venue: **Austin Country Club**
 Address: **4438 Long Champ Drive, Austin TX 78746, US**
 Start: **Mon Feb 12 2018, 9:00am CST**



	Price	Qty
Individual	\$100	<input type="text"/>
Group of 2	\$175	<input type="text"/>

Full name:
 Address:

Event price: **Outdoor Events**

Event title: **Boat Party**

Start: **Dec 30 2017** | Three options | Display on: **Sat Dec 30 2017**

End: **Jan 1 2018** | Three options | Display on:

Place location: **Pottery Party/Cakes**

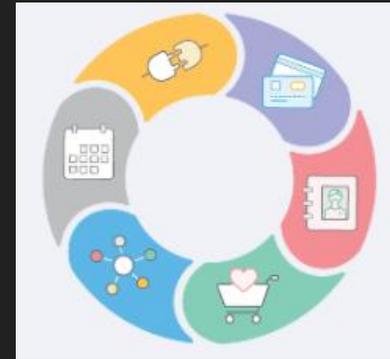
Event address: **17000 Day Street, Jourdanton, TX 78040**



Boat Party

Formed + 510 + 

Join us as we celebrate our 9th anniversary. We will have a live band and plenty of outdoor food and drinks. Tickets will not be on the sale to RSVP today!



Group name:

Allowed colors:

Calendar: Display this group as a category on calendar
 Display color codes with category

Members who can add events:

Notify member added events:

Apr 15	Apr 16	Apr 17
Apr 22	Apr 23 Happy Hour	Apr 24



Member Billing & Online Payments

Donation
Donate to our cause (\$10/members)

Automatic renewal
\$10 / month
\$10 payment due today; next auto renewal Jan 14, 2019

Name on card:

Billing address:

City, state/province, postal code:

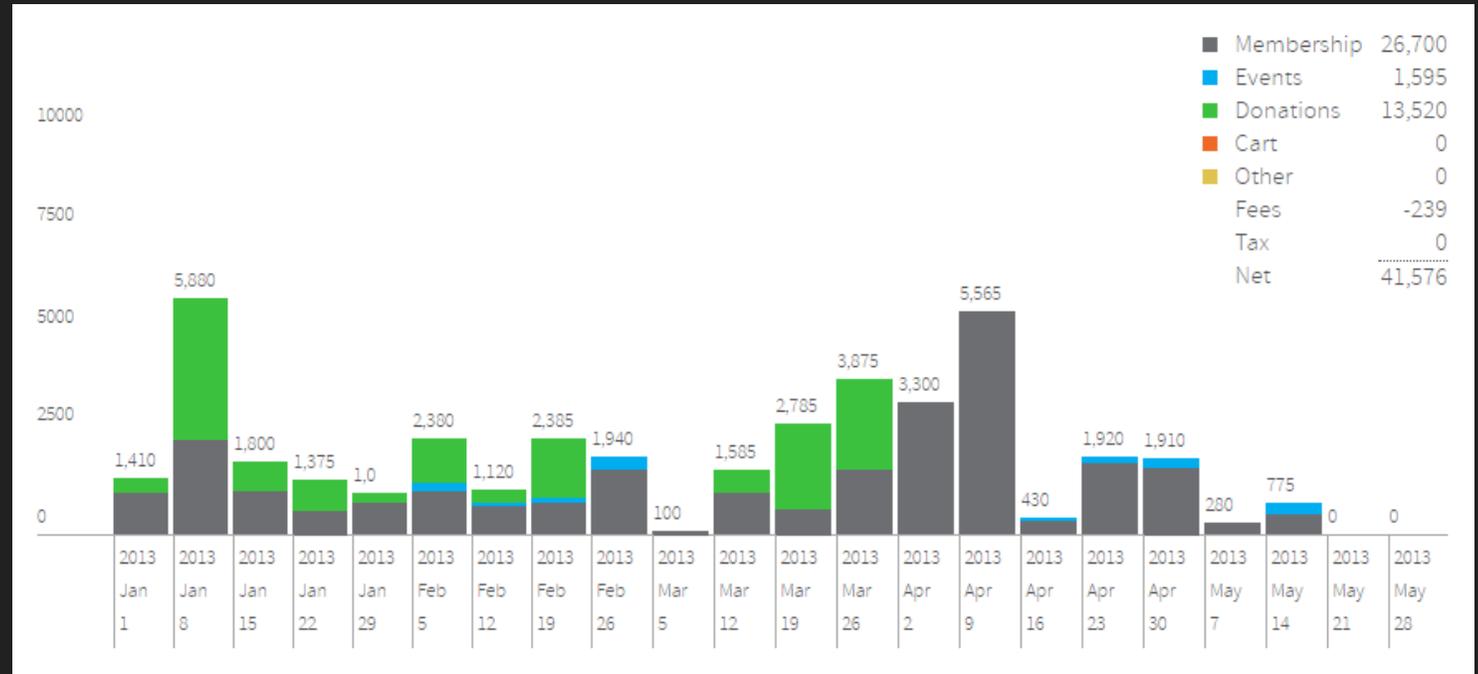
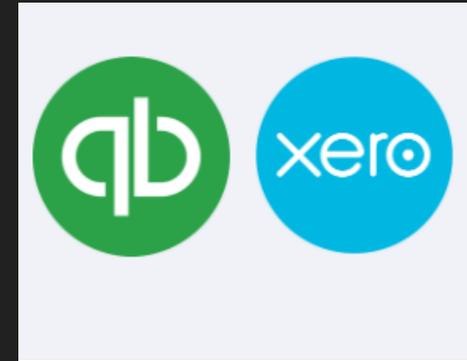
Check/credit card number: Card number: MM / YY:

Discount code:

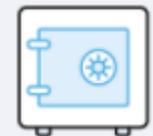
Pay online
\$10 / year

Pay by check
\$10 / year

Lifetime membership
\$999



Member Directory



stellor communications
Amy Hufford
We're specialized in building web sites for small businesses for 15+ years.

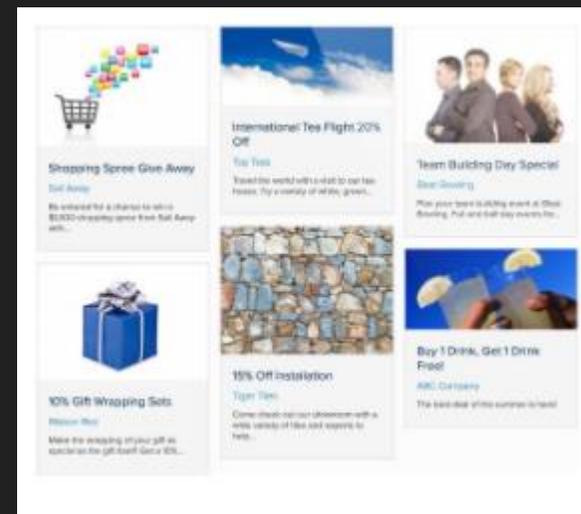


stellor communications

stellor communications helps clients put their best foot forward online through award-winning web site design and development as well as social design. We have helped small business, consultants, small business owners, government agencies, trade associations and non-profit organizations reach their online goals. We've seen Amy Hufford opened Stellor Communications in 2005, she was director of internet technology at the Austin Board of Realtors where she designed and led the development of austinhomesearch.com. Her work has been recognized by the American Society of Association Executives, the Austin Chronicle Best of Austin Awards and Women Communicators of Austin. With web design experience dating back to 1996, Amy brings deep experience and expertise to consistently help clients find the best approach to meet their needs and stay in budget.



gusto
Gusto Italian Kitchen & Wine Bar
Warm, comforting, every-day flavors of Italian cuisine in casual & diverse menu



- Shopping Spree Give Away**
Get Away
Be entered for a chance to win \$1000 shopping spree from Fall Ave. etc.
- International Tea Flight 20% Off**
Tea Time
Taste the world with a visit to our tea house. Try a variety of white, green,...
- Team Building Dry Special**
Beer Socializing
Plan your team building event at their Bowling, Pub and Golf any events for...
- 10% Gift Wrapping Sets**
Present Best
Make the wrapping of your gift as beautiful as the gift itself. Get a 10%...
- 15% Off Installation**
Tiger Team
Come check out our showroom with a wide variety of tile and options to...
- Buy 1 Drink, Get 1 Drink Free!**
ABC Delivery
The best deal of the summer is here!



Additional Resources





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1.619.852.1391

MEMBERSHIP SELLING AND SALES MANAGEMENT INSIGHTS



One "Intangible" Benefit Of Membership Has Never Been More Tangible

Are You Selling Or Struggling?

The New Normal For Chamber Membership Renewals

Use Message Maps To Make A Better Impression On Prospects

Catalyst, Champion, Convener - It's Time To Tell Your Chamber's Story

If We Could Give Just One Piece Of Advice...

Doing As Much (Or More) With Less

Selling To Retain: Start At The Top

Retain Sponsor Revenue To Protect Your Bottom Line

Shift Your Focus For Successful Post-Pandemic Member Prospecting

Accountability Drives Success In Membership Sales

Why We Don't Recommend Discounting Membership Prices

Prospecting Success Is A Numbers Game

Getting Back In The Game - Next Steps For Prospecting As Businesses Re-Open

What Should I Be Doing? When Can I Sell Again?

Right Now It Shouldn't Be Members-Only

How To Handle Renewals During The COVID-19 Pandemic

Communicating With Your Members During A Pandemic

Chamber Membership Sales & COVID-19

Putting Our Membership Sales Tips Into Practice

Less Pressure, Better Results

Change This One Thing To Make Sales Calls Go Smoother

Recruiting For The Long Run Part 2 - Major Investors

Recruiting For The Long Run Part 1 - Small Businesses

But They Said They'd Join In January

Kick Your Chamber's Bad Hiring Habits In Membership Sales

Urgency Isn't Created. It's Discovered.

You're Doing It Wrong: Staff Vs. Sales Meeting

The Likely Reason Your Chamber Isn't Growing Its Revenue

What To Look For In A Membership Rep - Part 2

What To Look For In A Membership Sales Rep

How Major Investors Can Get A Better ROI From Chamber Membership

Strategies For Creating Lasting Bonds With Major Investors

Retention Hinges On Recruiting The Right Member

The Recruiting Landscape Has Evolved - Can Your Team Keep Up?

Don't Expect To Be An Overnight Success

Asking For Help Just Might Be Helpful

Five Tips To Help You Get Past A Gatekeeper

Don't Expect To Be An Overnight Success

Asking For Help Just Might Be Helpful

Five Tips To Help You Get Past A Gatekeeper

How To Keep Prospect Conversations Moving Forward

Temper Your Enthusiasm

One Secret To Retaining First Year Members

9 Tips To Write Better Emails

Measuring Progress Beyond Sales Quotas

Stimulating Member Referrals

Extraordinary Session At ACCE - Sharing The Content With You

Probe, Don't Preach

Was That a Trick Question?

Can You Send Me Information?

Sources and Links

- Standard Membership Formulas
 - <https://secure.acce.org/wiki/membership-retention/>
- Effective Membership Retention Strategies and Ideas
 - <https://blog.eventbank.com/membership-retention-strategies/>
- The Retention Game Plan
 - <http://hightperformance.com/wp-content/uploads/2014/11/The-Retention-Game-Plan-Member-retention-article%E2%80%93Chamber-Executive-magazine-ACCE.pdf>
- How to Create a Formal Membership Retention Plan
 - <https://blog.memberclicks.com/how-to-create-a-formal-membership-retention-plan>
- New Member Onboarding Timeline
 - <https://www.chambermaster.com/articles/new-chamber-member-onboarding-plan/>
- MembershipWorks
 - <https://membershipworks.com/>
- Membership Selling and Sales Management Insights
 - <https://www.holmanbros.com/insights>



Q&A

Lois P. Klavir, MBA

**COFACC Founding
Board & VP Membership**

loisklavir@cofacc.org

Cell 818-538-9138

