

NAME



MEMBERSHIP CARD

MEMBER No.

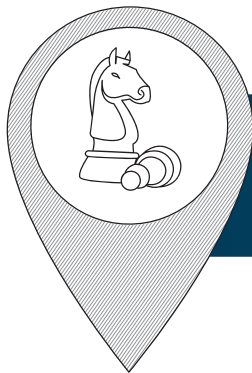
SINCE

PEOPLE TOGETHER ASSOCIATION

HOW TO

GROW YOUR ASSOCIATION MEMBERSHIP FOR SUCCESSFUL ADVOCACY





PRO-TIP: Growing membership is hard work. Think of it like a candidate running for office ... you have to build your name recognition among prospective members, you have to persuade them that you will deliver meaningful results in their interests, and then get out the vote by having them sign up.

WHAT ARE YOU SELLING?

- When they ask, "What's in it for me?" Can you answer in 60 seconds or less?
- Can you cite recent examples of success?
- Can you tell the story of how one member, in particular, became a believer in what the trade association can do?

IS THAT WHAT YOUR PROSPECTIVE MEMBERS NEED?

- Are the association and prospective members clearly aligned between what the association can deliver and what members need?
- Understand that you are competing for the time, attention and money to join. Very few associations have the luxury of a reputation that sells itself. If you think yours does, then why are you struggling with growing your membership?
- Growing membership is hard work. It requires a plan and the dedication of personnel and resources to work the plan.

REACH THEM WHERE THEY ARE

- Do you know how to find prospective members? Are you using all available data and data analytics to narrow your target universe to likely prospects?
- How are you communicating with current members and prospective members?
- Have you "kept up with the times" or are you still using that same old email update or even a newsletter?
- Do you know how your members prefer to get their information, and are you prepared to deliver it in multiple mediums because people digest information differently?
- Don't make the mistake of being monolithic in your communications to both current members and prospective members. Test different things, and remember that you need to evolve constantly to keep up with where your prospects are getting their flow of everyday information.

GO THROUGH ALL THE PHASES

- Don't assume that prospective members really know who you are or what you do. Perhaps they have the wrong impression or don't understand how the organization has evolved to its current focus.
- There are three phases to a membership drive: awareness (education), persuasion (the WIIFM answer), and activation (getting them to join).
- There are no shortcuts. It takes time.

REPETITION IS IMPORTANT

- Why do you see the same car ad on TV over and over again? Because it takes multiple times to catch someone's attention and multiple more times for it to sink in.
- You are selling memberships in your organization. Why would you think that one or two, or even three or four, communications would be sufficient to get the job done?
- What is a new member worth to you long-term? Determine a budget that you are willing to invest per new member. Develop and execute a strategy around that number that will take you through the three phases of communication (awareness, persuasion and activation).



CLOSE THE DEAL THROUGH ONE-TO-ONE CONTACT

- Do you have a person in the organization responsible for membership recruitment? (“Everyone in the office” is not the right answer).
- Think of your written and digital communications as lead generators ... not as actual recruitment.
- People will respond most favorably to another person.
- Every lead needs to be followed up by personal contact.

REMEMBER: Generating leads of prospective members is the easy part. There is no substitute for one-on-one contact to close the deal.

