Moving Past Attraction to Engagement

STAIRSTEPS TO ENGAGEMENT

2019
LEARNING OUTCOMES

Take away at least three (3) new ideas to implement immediately in your MA.
WEF’s Membership Lifecycle

Graphic courtesy of Marketing General, Inc.
You’ve attracted new members...now what?
Challenge ENGAGEMENT
Engagement fuels more engagement.
Goal: For WEF Member Associations to help learning professionals move up the staircase

#1 - I’ve never heard of the local MA &/or don’t know the difference between national & MA membership

#2 - I’ve heard of WEF & the local MA, but don’t see value in belonging &/or had a bad prior experience

#3 - I’m a member, but in name only (don’t participate in anything)

#4 - I occasionally participate (in meetings, virtual conversations, on website)

#5 - I participate frequently in many aspects of the WEF and/or local MA

#6 – I am a willing, fully participating & well performing volunteer

#7 - I’m a willing, fully participating & well performing Local MA board member

Increase Awareness

Compelling Value Proposition

Member Prospecting

Member Engagement

Relevant Offerings

Relationship Building

Seek, Engage & Mobilize Volunteers

Leadership Development & Succession

Leadership & Succession

SOLID FOUNDATIONAL PROCESSES & PROCEDURES
#1 - - ISSUE:
I’ve never heard of the local Member Association &/or don’t know the difference between national & local membership.

SOLUTION:
INCREASE AWARENESS
Awareness

Positive recognition makes the work of recruiting new members much easier and more successful.
How WEF raises awareness

- Local MAs (you are an important part of this effort!)
- WEFTEC, specialty conferences & other events
- Publications
- Online Education
- Social Media Channels
- Advocacy
- Partnership with collegial organizations
- Fellowships, awards and recognition programs
- Membership acquisition campaigns (external and internal)
How MA’s can raise awareness:

• Keeping website up-to-date and check links periodically.

• Ask volunteers & members to promote MA on other websites, email or social media.

• Hold free events for non-members to learn more about MA, discuss the value of membership.

• Reach out to professors who can promote the MA to students.

• Partnership with collegial organizations.

• Awards and recognition programs.
STAIRSTEPS OF ENGAGEMENT

#2 - ISSUE

I’ve heard of WEF & the local MA, but don’t see value in belonging &/or had a bad prior experience

SOLUTION:

COMPELLING VALUE PROPOSITION & BENEFITS
Look beyond the typical benefit offering...

- Free members-only events (especially low cost events like networking)
- Promote opportunities to get published (newsletter articles, content for website)
- Conduct frequent, short surveys on items of interest and share results
- Resume, interviewing and career coaching services for YPs or professionals in transition
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#3 - ISSUE
I’m a member in name only (don’t participate at all)

SOLUTION:
Relevant Offerings that are Convenient
Communication

- Utilize board members, staff and volunteers to personally reach out to them (combination of phone calls, emails, etc).

- Send a welcome e-mail or personal note from the board President and/or Executive Director.

- Recognize new members at all meetings and in communications.
**Communication**

- Organize community involvement opportunities in local communities (students & young professionals find these opportunities very engaging)

- Address service issues quickly and efficiently. Show members’ your organization cares and is capable.

- Ask about their needs and how the members association can help. Don’t assume…SURVEY!
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#4 - ISSUE
I only occasionally participate (meetings, social media, etc)

SOLUTION:
Relationship Building
Leverage Corporate Members and Sponsors

- **ASK** corporate leaders to participate in a panel discussion for a meeting presentation.

- **ENGAGE** organizations or utilities by holding meetings/events at their locations.

- **SEEK** corporate members or sponsors to host events that showcase the MA and provide some value, e.g. breakfast, happy hour, networking events.
#5 - ISSUE
I participate frequently in many MA activities but don’t volunteer

SOLUTION:
Prospect & Engage Volunteers
Ways to Involve Members

1. Involvement is key to retaining members, but not all members are alike.

2. Different people like to be involved in different ways.

3. Be prepared with a variety of volunteer opportunities helps when you approach members for participation.
Ways to Involve Members

4. Include information on volunteering in materials and website on “reasons to volunteer,” volunteer opportunities, and how to sign up.

5. Invite new members to a board meeting or committee meeting so they can see volunteering in action.

6. Don’t just contact potential volunteers once. Ask them multiple times.
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#6 - ISSUE
I am a willing, fully participating & well performing volunteer

SOLUTION:
Mobilize & Groom Volunteers
Engage Volunteers

- Solicit volunteers to become a social media poster for a day/week/month (create a catalog of posts to quickly access).

- Provide volunteer orientation/onboarding resources, e.g. a conference call, in-person meeting, webinar, or job descriptions.

- Solicit people outside of committee members to contribute an article for website, newsletter or journal.
Recognize Volunteers

IMPORTANT to those who contribute their time and guidance in a public way. The benefit to your MA is two-fold:

(1) members experience your appreciation for their service; and

(2) the public recognition serves as a role model to others – reminding them of the feeling that comes with making such a contribution.
STAIR STEPS TO ENGAGEMENT

#7 - ISSUE
I’m a willing, fully participating & well performing MA volunteer

SOLUTION:
Leadership Development & Succession Planning
Things to Consider...

• Have a succession planning discussion within your board about all volunteers and their potential for board leadership. Select some people to target for succession planning.

• Emphasize the opportunity board members have to gain leadership experience by leading a team.

• Provide training, mentoring and coaching programs for volunteers that includes a leadership development component.
REMEMBER

Solid foundational processes and procedures is the foundation underlying all of the engagement steps
THE WEF Membership team is here to help...
WEF Membership & Member Association Resource Library

- Welcome/onboarding communications
- Renewal reminder copy
- Co-branded WEF/MA membership benefits brochure
- WEF Membership Benefits flyer
- Script for renewal and reinstatement benefits
- Membership exit survey
THANK YOU!

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