Membership Recruitment, Retention, and Growth

Clay Van Meter/Facilitator
Membership Recruitment, Retention, and Growth

Today’s CLT Facilitator:

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Connecting with Your Members
Member Recruitment, Engagement, and Retention

Agenda

- Establish a Baseline for Our Goal
- Member Relations Team
- Recruit Your Team
- Set Your Goals
- Plan Your Activities
- Set Your Budget
- Start Communicating
- Overview
Membership consists of five key lifecycle stages to sustain membership growth:

- Awareness
- Recruitment
- Engagement
- Renewals
- Reinstatements
Membership TEAMS need a strategic plan that identifies their Target Market

**Possible Target Market consist of:**
- New professionals within your company
- Former members of your chapter and the NMA
- Young professional
Let’s Look at Our Team!
Member Relations Team

• **Who are we and what do we do?**
  – We are the first line of communication with membership
  – Focus on gaining new members and retaining current members

• **How do we recruit members?**
  – Every employee is an opportunity

• **How do we keep the members satisfied?**
  – Emphasize membership ROI – Return on Investment
  – Consider all demographics
  – Understand members’ needs
Recruit Your Team
Recruit Your Team

- Advertise open positions to membership
- Actively seek out interested candidates
- What qualifications do your future officers need to possess?
  - Time to volunteer
  - Leader awareness
  - Enthusiasm and energy
  - A compelling story of their own
- You need a strong team to meet your goals
- Keep your team motivated!!!
Set Your Goals
Set Your Goals

• Set measurable goals for the year to keep track of how your team is doing
• Examples of measurable goals:
  – *Increase Membership by 10%*
  – *Social Networking*
    • Create Sites
    • Monthly Discussion Topics
  – *Hold at least two membership drives*
Plan Your Activities
Plan Your Activities

- Plan your calendar events for the year
- Hold team meetings and get fresh ideas
- Revisit your plan monthly
- Establish a regular pace for events
- Think outside the box…and cast a wide net
  - What activities are more likely to attract a wide range of participants?
  - Don’t assume what you’ve always done will work

- Survey membership to learn their interests
- Be flexible
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Plan Your Activities

• **Membership Drives**
  – Hold different types of events to increase awareness and participation
  – Have recruiting competitions
  – Get executive leadership involved
  – “Work Smarter not Harder” – collaborate with other committees and organizations
  – Leverage tools from NMA
    • Public relations guidebook
    • CAR1 report
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Plan Your Activities

- Multiple Shifts
- Salaried and Union Represented Members
- Job Functions
- Age Range
  - Traditionalists
  - Boomers
  - Gen Xers
  - Millennials
Set Your Budget
Set Your Budget

• Plan activities that give the most “bang for your buck”
• Remember that this money comes from member dues – use it to benefit the membership as much as possible
• Partner with leadership staff who are engaged
  – They may assist with some financial support
  – Leverage any marketing collateral you may have on hand

Don’t go over budget!
– Track expenditures throughout the year
– Keep a close working relationship with your finance committee to ensure you are both on the same page
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Start Communicating
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Start Communicating

- **Stay in communication with other committees**
  - What events are we having?
  - What community service activities need volunteers?
  - How can we get the word out?
    - Chapter publication
    - E-mail blast
    - Social media
    - Word of mouth
    - Membership meeting
    - Informal mixers
    - Professional development activities/events
Member Relations is the first line of communication with the membership

- Always “sell” your NMA chapter
  - You don’t have to be a “salesperson” to effectively sell your experience and the value you receive
  - If you can’t sell, just tell!
- What is the member’s ROI?
  - Professional development classes, networking, and community service volunteer hours
  - Make sure every officer knows the organization’s benefits and can answer questions
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Start Communicating

• Use various means to communicate with membership
  – Emails | Website | Social Networks | Flyers | Presentations | Newsletters

• Utilize your company’s advertising resources
  – Company Event Calendars | Staff Meetings | Digital Media

• Remember that not everyone reads emails or printed advertisements – you must hit all avenues

• The more people you reach, the more people you recruit!
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Start Communicating

• Ways we communicate and promote the organization:
  – New Hire Orientation
  – New Member Packets (Add Your Chapter Info to the packets)
  – Upcoming Events & Activities
  – Chapter Publication (monthly distribution)
  – Networking during informal mixers
  – Ambassadors for new members during dinner meetings
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What can NMA do for you?
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Member Relations Team

• **Overview**
  – *Maintain two-way communication with members*
    • Use all available resources to spread the word
    • Survey members if you haven’t reached out in a while
  – **PUSH for participation in chapter activities**
    • Advertising is the first step to creating awareness
  – **Reach out to ALL eligible potential members**
    • Don’t neglect other segments of shifts in your workforce if you have a 24/7 operation
    • Make sure you recruit new hires and seasoned employees
  – **Promote mutual interests of chapter, parent organizations and NMA**
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Thank you for attending!!

Download guidebooks at:
https://nma1.org
See You in Greenville, SC - October 15-18

NMA Annual Conference