



2020 NMA Chapter Leadership Training  
Friday, April 24, 2020  
2:00 PM EDT



# Membership Recruitment, Retention, and Growth

*Clay Van Meter/Facilitator*



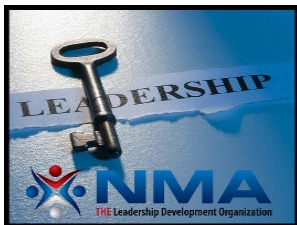
# Membership Recruitment, Retention, and Growth

## Today's CLT Facilitator:



**Clay Van Meter**

**NMA Board of Directors  
The Boeing Company  
Oklahoma City, OK**

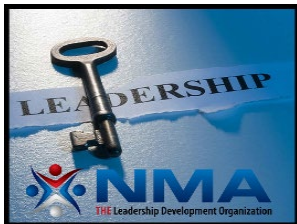


# Connecting with Your Members

## 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**

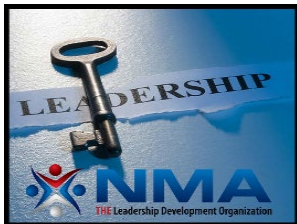


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### Basis – Membership Lifecycle

- **Membership consists of five key lifecycle stages to sustain membership growth:**
  - Awareness
  - Recruitment
  - Engagement
  - Renewals
  - Reinstatements



# Connecting with Your Members

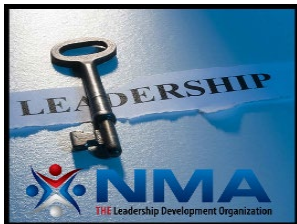
## Member Recruitment, Engagement, and Retention

### Basis - Target Market

- **Membership TEAMS need a strategic plan that identifies their Target Market**

#### *Possible Target Market consist of:*

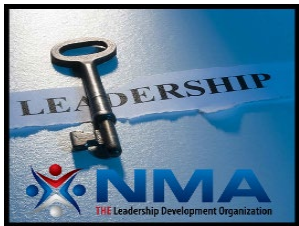
- New professionals within your company
- Former members of your chapter and the NMA
- Young professional



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

# Let's Look at Our Team!

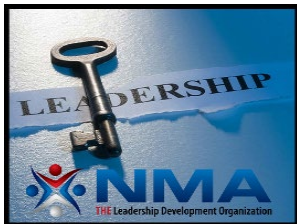


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### Member Relations Team

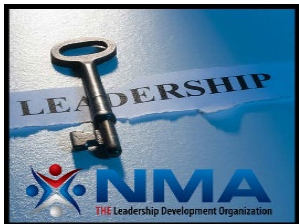
- **Who are we and what do we do?**
  - We are the first line of communication with membership
  - Focus on gaining new members and retaining current members
- **How do we recruit members?**
  - Every employee is an opportunity
- **How do we keep the members satisfied?**
  - Emphasize membership ROI – Return on Investment
  - Consider all demographics
  - Understand members' needs



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

# Recruit Your Team



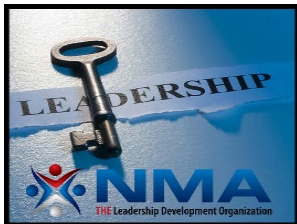


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### 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!!!**



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

# Set Your Goals

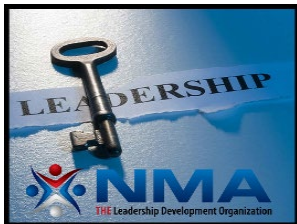


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### Set Your Goals

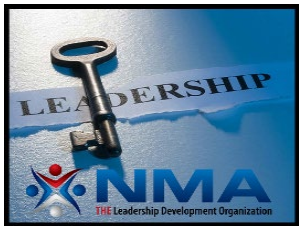
- **Set measurable goals for the year to keep track of how your team is doing**
- **Examples of measurable goals:**
  - *Increase Membership by 10%*
  - *Social Networking*
    - Create Sites
    - Monthly Discussion Topics
  - *Hold at least two membership drives*



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

# Plan Your Activities

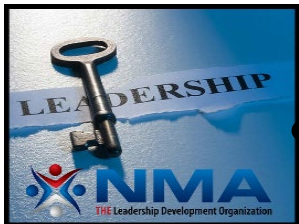


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### 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**



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### 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

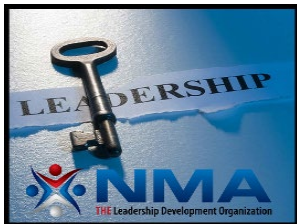


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### Plan Your Activities

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



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

# Set Your Budget



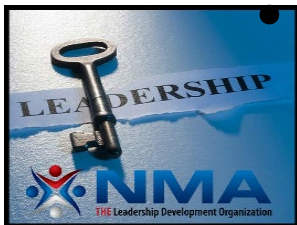


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### 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*

# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

# Start Communicating

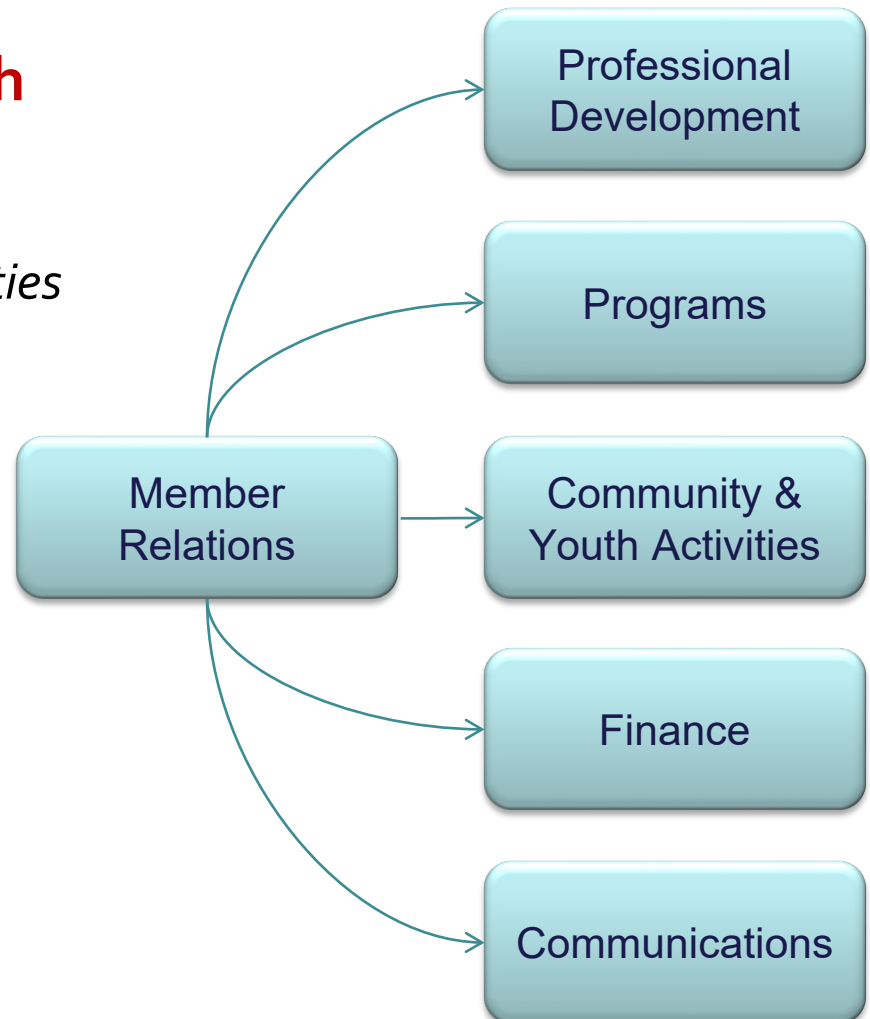


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### 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



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### Start Communicating

- **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

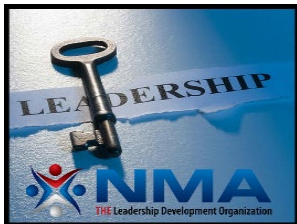


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### 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!**

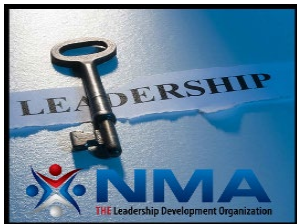


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### Start Communicating

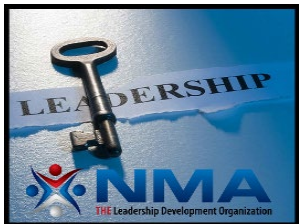
- **Ways we communicate and promote the organization:**
  - *New Hire Orientation*
  - *New Member Packets (Add Your Chapter Info to the packets)*
  - *Upcoming Events & Activities*
  - *Chapter Publication (monthly distribution)*
  - *Networking during informal mixers*
  - *Ambassadors for new members during dinner meetings*



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

# What can NMA do for you?



# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

# Overview



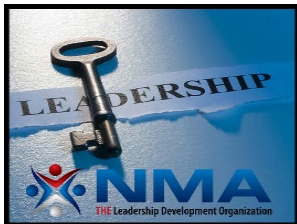


# Connecting with Your Members

## Member Recruitment, Engagement, and Retention

### Member Relations Team

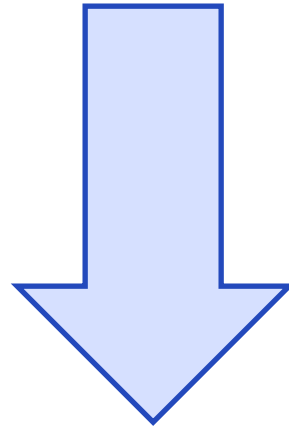
- **Overview**
  - *Maintain two-way communication with members*
    - Use all available resources to spread the word
    - Survey members if you haven't reached out in a while
  - ***PUSH** for participation in chapter activities*
    - Advertising is the first step to creating awareness
  - *Reach 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*



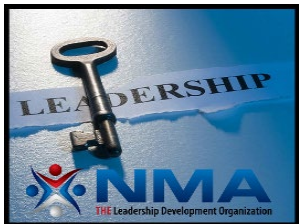
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## Member Recruitment, Engagement, and Retention

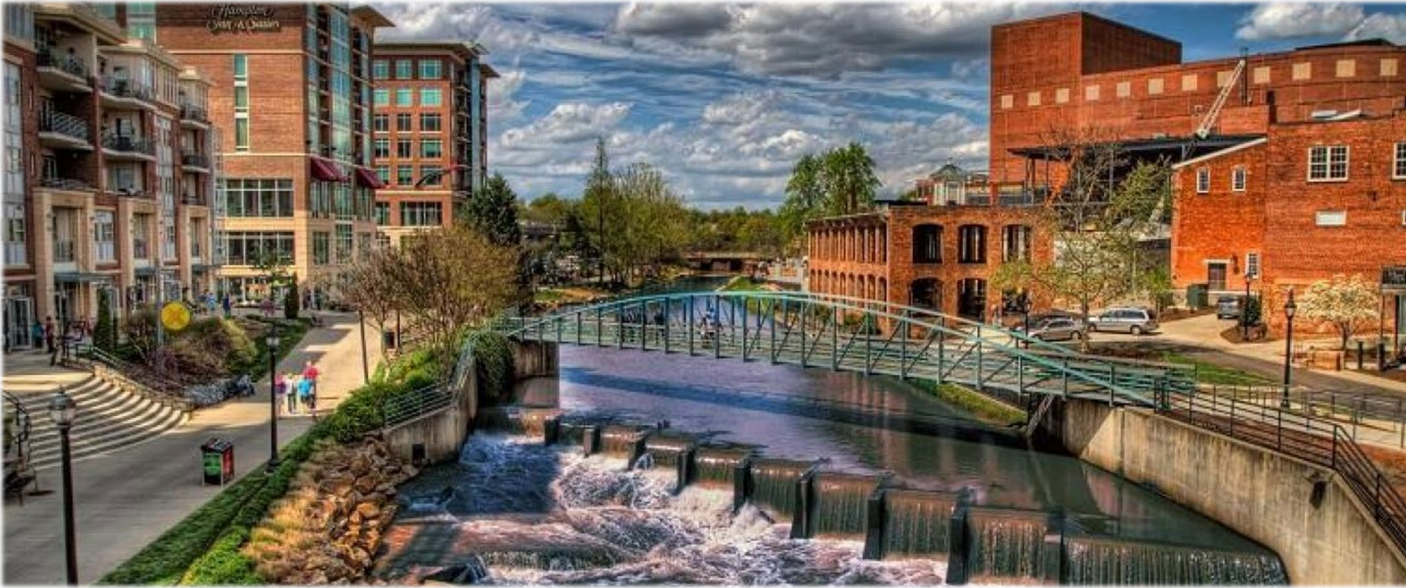
**Thank you for attending!!**



**Download guidebooks at:  
<https://nma1.org>**



# See You in Greenville, SC - October 15-18



## NMA Annual Conference

