Recharging your club
How to engage your members
Which is more valuable?

One new member?

OR

One retained member?
While both are important

Definitely a retained member!

That’s because it costs more to find and convince a new member to join than to keep your current members engaged.
Keeping members engaged is hard!

Here are 10 ways to keep member engagement going.
1) Discover why they joined and do more of it
Imagine you’re a fishing club and someone joined because they love to fish, but all your events are about how to craft lures? This person may become disappointed and end up lapsing.
The sad thing is that 90% of the organizations do not track the reasons why members joined. Knowing this information and delivering on it is one of the most influential ways to engage your members and keep them from lapsing.
There are two ways to collect this information from your members.
a) Ask them in the new member application.
To collect this information in your new membership application form, simply add a field called, “Why did you join?” and include a checklist of your benefits with an additional open ended option.
b) Survey all current members (often member expectations change from year to year)
Member Satisfaction Survey is available at
www.wiumkiwanis.org

Click on Menu, Grow, Tools for You
2) Refresh your members’ memories of the benefits you offer
Fun, Fellowship and Opportunity to Serve!
3) Scale your new member welcome and orientation in a consistent way
“A robust, vibrant welcome stream is one of the strongest investments an organization can make in keeping its members”
It’s essential to onboard your members as a proactive measure to retain them. At first they don’t know anything about your organization or how to access its benefits, so you’ll need to hold their hands through their first few encounters.
4) Identify who isn’t engaging and contact them
If you can’t identify which of your members aren’t engaged, you can’t do anything to win them back before they end up lapsing.
Disengaged Triggers:

• Haven’t attended last 3 events
• Hasn’t updated their profile in the last year
• No email response in 3 months
5) Conduct exit interviews with lapsed members
6) Pick up the phone and start creating personal connections
Nothing engages a member more than a personal connection. It’s a smart strategy that a lot of membership organizations have also used to grow.
8) Ask lapsers to rejoin with an appreciation letter
Follow up with a phone call.
9) Diversify your events
You can easily find out what types of events your members want simply by asking them. Just like in tip number one, email your members with a survey.
10) Realize it's okay
There can be a million different reasons why someone doesn’t renew and sometimes there’s just nothing you can do about it.
Make sure that every person leaves your organization with a good impression. You never know who they may recommend your organization to, or if they may become a member again in the future.
One simple thing you can do every time you part with a member is to send them a thank you letter for being part of your organization personally signed by you.
From “The Kiwanis Torch”
The official Kiwanis magazine in November of 1918 published the following comments that are still relevant.
How to Kill, Embalm, and Bury a Club

1. Don’t come to meetings.
2. If you do come, come late.
3. If it is too cold, stay home.
4. When you come, be sure to find fault.
5. Don’t do anything to help.
6. Don’t take part in the meetings.
7. Don’t pay your dues.
8. Don’t encourage the officers, they don’t need it.
9. If everything is running smoothly, start something.
Questions?
Comments?