

Membership Best Practices



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MEMBERSHIP RECRUITMENT:

Discovery Questions:

- 1 What type of business owners are you trying to attract to your chapter?
- 2 Who in your chapter has been helpful in referring members?
Have you reached out to them? How often?
- 3 What type of benefits are important for members to have in order to join NAWBO?

FOCUS ON FOLLOW-UP

- 1 Establish your target market for membership
- 2 Summarize member benefits and continue to work with other companies/strategic partners to expand the benefits for your chapter
- 3 Develop relationships with other women-focused organizations in your community and develop joint memberships
- 4 Consider a Fall Membership Promotion in addition to the Spring Membership Drive
- 5 Incentivize members to refer potential members to the organization
- 6 Create an *Executive Membership* category
- 7 Build a strong membership committee that can be ambassadors for the organization; this committee can call and welcome members, attend the new member orientation and help give you a realistic point of view of what's important to your chapter members

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Needs/Wants Exercise

*This can be done at each of
your events as an ice breaker!*

- 1) Break up into groups of six people.
- 2) Give each person two minutes to introduce herself/himself and present the various needs and wants she/he has.
Keep in mind: We all WANT and NEED more business so you may want to encourage people to be creative when they are making their request. (For example, "I am an interior designer and would like to be introduced to architects and real estate agents.")
- 3) Let your attendees know that if they can help with that person's need or want then they should give that person their business card. It will be up to the person presenting to follow-up!
- 4) This is an exercise in listening, following-up and of most importantly getting some of your NEEDS/WANTS met, too!
Have fun!

MEMBERSHIP RETENTION / ENGAGEMENT

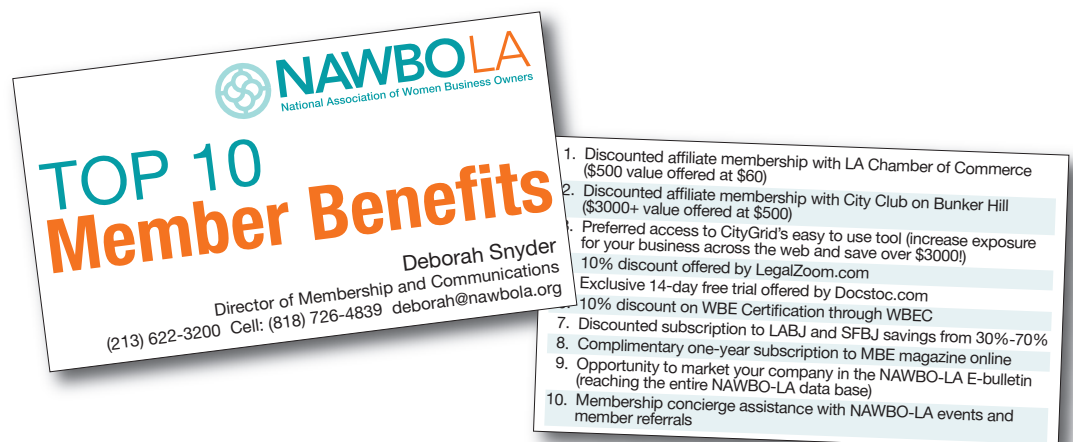
Discovery Questions:

- 1 What process do you have in place for reaching out to lapsed members?
- 2 Do you know why people do not renew their membership? (Find out!)
- 3 What opportunities do you provide your members to be promoted within your chapter?

FOCUS ON FOLLOW-UP

- 1 Establish a *New Member Orientation* once a quarter
- 2 *Connects!* event — great feeder for potential members
- 3 Promote members' expertise by having them present at *Connects!* events
- 4 Create a phone tree within your organization to help promote events
- 5 Survey your members after each event to get feedback on the event
- 6 Once a year survey your members on the type of educational programs they are interested in and use this as your road map for event planning for that year
- 7 Use the Need/Wants exercise at each of your events so members can get to know each other and figure out ways to help each other
see description at left

HELPFUL RECRUITMENT AND RETENTION TOOL



Top 10 Member Benefits card