

# Boost your membership in 2019

Membership campaigns to lock into your 2019 calendar.

There are many different groups of people who make up your current and prospective members - from those who have never heard of you through to your most passionate members. *Belinda Moore from Strategic Membership Solutions* talks to us about the groups that are ripe for a recruitment campaign in 2019.

## 1. Target past members

Past members already know your organisation so your messaging must be different to those who have never been members. You might like to explain how your organisation has changed and new benefits you offer. Use data from previous engagements to inform the campaign.

You could also consider a "cheeky renewal" campaign, where you include past members in your current member renewal campaign.

## 2. Leverage engaged and passionate members

Referrals are the number one mechanism for driving new members. Invite your members to help with recruitment, and reward them for doing so. It's worth noting that most member-get-member campaigns fail - they need time to implement. These are slow-burn campaigns. They need to be supported with a long-term communications campaign that is targeted for each segment, and uses incentives.

The AMAQ launched an excellent "member-get-member" campaign in 2013 that is still going strong, with over 30% of new members generated from this program. Read the case study online at [smonline.net.au](http://smonline.net.au).

## 3. Build on participants' experience

Call "Never" and "Past" members who have attended an event or participated in an activity. Develop a script that refers to that experience and call to invite them to join.

Continue to build on this campaign by incorporating a member recruitment process into your 2019 activities - provide opportunities to join on registration, during activities and afterwards.

## 4. Upgrade current members

Many associations offer tiers of membership - for example individual or organisational; or student, associate, professional, Fellow. Develop a process to move members through the different stages of membership. Ensure they are kept abreast of the advantages of different membership levels and can see the value in upgrading.

## 5. Target "Never" members

Access a list of prospective members who you don't know - rent a list, attend an event, or work with a partner in the same industry such as a supplier. Remember these prospective members have little to no knowledge of your association - your script and messaging will need to clearly define what you are and the problem that your organisation can fix for them. Create a campaign that combines different media to work the prospect through the process - raise awareness - pique their interest - create desire - inspire action.

## Tips for campaign development

For smaller prospective member groups (eg: less than 500 people) use a highly targeted, personalised campaign that is supported with significant data on each individual being approached. Smaller associations have a wonderful opportunity to cultivate community from the very start of the sales process.

As your number of prospective members increases, so does the need to implement segmented, leveraged campaigns. Segments must be prioritised as you cannot approach them all at once. For high value members, utilise a personalised sales approach. For lower priority targets, consider integrated email, direct mail, and telemarketing programs supported by other media where appropriate.

Contact *Strategic Membership Services* for a range of resources, advice and membership solutions.  
[www.smonline.net.au](http://www.smonline.net.au)



## One day workshop: Membership Models and the Politics of Tribalism

See page 2 for information or visit [www.answers.net.au](http://www.answers.net.au) to register.  
Super early bird registration available until **31 December 2018**.