

CIPE



Center for International Private Enterprise

Membership Development



Membership Recruitment & Retention

- Why membership development is important?
- Why do members join?
- Membership scope
- Different membership bases
- Membership different categories
- How members classification affects strategy
- Key steps in successful membership development



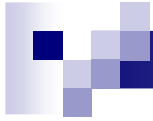
Step 1: Taking Assessment of the Situation

- Trying to identify:
 - Current Status
 - Historical Perspective
 - Analyze Market Penetration
 - How effective in attracting and keeping members
 - Profile
 - Organizations norms
 - Major competitors



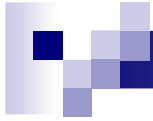
Step 2: Develop a Plan

- Membership Objectives
- Criteria
- Identification
- Each criteria
- Setting goals in each category
- Who is responsible
- Detail plan



Step 3: Find and target good prospects

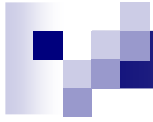
- Identify prospective member categories
- List one or two things known about their challenges
- Match up the organization's programs/products in meeting these challenges



Step 4:

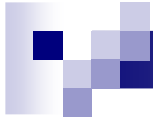
Create an effective membership message

- Empathy & Membership Empathy
- Communicating Value
- What your organization works for them



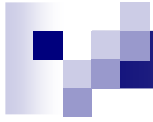
Step 5: Develop effective membership materials

- Make it memorable
- Be creative
- “Scannable”
- To the point
- Unique
- Keep within your culture
- Consistent



Step 6: Deliver your message effectively

- Direct mail
- Telephone
- Electronically
- Member to member



Step 7:

A System to retain members

- Develop member service policies & standards
- Get the membership off to a good start
- Get members involved
- Effective dues renewal



Appropriate Membership Administrative and Professional Support

- Target prospects with specific services and programs
- Identify non-participants
- Track buying habits
- Cross-sell products and services
- Create personalized communications



**Effective membership recruitment
and retention is the foundation of
every successful chamber of
Commerce and Association**