

Developing Membership Services &

Understanding Change Management



Why Members Are Important

- ▶ Bring membership revenue
- ▶ Bring sponsorship revenue
- ▶ Improve organization's credibility
- ▶ Widen the organization's network
- ▶ Strengthen organization's voice

Breakout Session

Debate on your organizational priority?

Membership Development

Or

Membership retention

Using flipchart give reasoning to support your priority

Membership Services

► What are membership services?

- Value
- Understanding your members
- Development
- Marketing

Value – Member's Perspective

- ▶ Philosophical value : the degree of importance
- ▶ Personal and cultural values: the principles, standards, or quality which guides human actions
- ▶ Economics value: the market worth or estimated worth of commodities, services, assets, or work
- ▶ Marketing value: services for consumer satisfaction

Breakout Session

- ▶ What will be the key requirements for creating a membership development / retention strategy?
- ▶ Knowing your members: What do you need to know?
- ▶ What benefits your chamber/association offers to its members?
- ▶ Write 3 innovative ideas for Membership Services and benefits of these services.

Knowing your Members

- ▶ Demographics
- ▶ Sectors
- ▶ Interests
- ▶ Problems
- ▶ Priorities
- ▶ Success stories
- ▶ Connections
- ▶ Support

Development

- ▶ Analyzing members needs
- ▶ Evaluating current services
- ▶ Be creative
- ▶ Analyzing trends and opportunities
- ▶ Aligning

Role of failures

Some Sample Services

- ▶ Networking opportunities
- ▶ Advocacy
- ▶ Member to Member Discount Program
- ▶ Learning opportunities
- ▶ Community development through effective CSR
- ▶ Trade leads
- ▶ Referral services
- ▶ Employment exchange
- ▶ Subsidized consultancy services
- ▶ Promotion and advertising

Marketing

► Tools

- Website
- Email
- Newsletter
- Letters
- Speaking out
- Experiencing

Change Management

change management means defining and implementing procedures and/or technologies to deal with changes in the business environment and to reap benefits from changing opportunities

Process & Benefits

Change with the Change otherwise the
Change will Change you!

Adapting to change

- ▶ better services, improved standards
- ▶ skilled, motivated and enthusiastic team
- ▶ cost savings

Breakout Session

- One change you wish to bring to your chamber/association to make it more effective?
- Why it is important to bring about this change?
- What problems will you face?
- How will you achieve it?

