Creating Great Membership Experiences

Presented by

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1. Make Your Section More Member-Centric

ISA Sections

Access table top exhibits, subject matter experts, networking and leadership opportunities, and local employment opportunities through ISA's geographic sections. Sections are grouped into Districts. Can't find a section in your geographic area? For more information on how to start a section in your area click here.

- Alaska
- Aloha
- Atlanta
- Argentina
- Bahrain
- Baltimore/Washington DC

ISA Sections are also grouped together into Districts. For more information about ISA Districts, see the District Maps.
It’s not about ISA. It’s not about the SECTION. It’s about MEMBERS and PROSPECTS.

We’ve got to become MEMBER-CENTRIC.
We have to be constantly trying to move ISA membership from a TRANSACTION to an EXPERIENCE!
You do NOT have to treat all members THE SAME.

The key is to treat each of them the way they WANT TO BE TREATED.
Preferred Communications Methods by Generations

- **MILLENIALS (1981-1997)**
  - Email message: 58%
  - Email updates/newsletters: 46%
  - Direct mail: 40%
  - Website: 46%
  - Printed newsletters: 34%
  - Online community/forum: 37%
  - Social networking sites: 35%
  - Phone call: 29%
  - Text/SMS message: 37%
  - Mobile app: 37%

- **GEN Xers (1965-1980)**
  - Email message: 61%
  - Email updates/newsletters: 50%
  - Direct mail: 38%
  - Website: 55%
  - Printed newsletters: 36%
  - Online community/forum: 34%
  - Social networking sites: 31%
  - Phone call: 15%
  - Text/SMS message: 24%
  - Mobile app: 32%

- **BOOMERS (1946-1964)**
  - Email message: 60%
  - Email updates/newsletters: 61%
  - Direct mail: 38%
  - Website: 49%
  - Printed newsletters: 47%
  - Online community/forum: 20%
  - Social networking sites: 14%
  - Phone call: 16%
  - Text/SMS message: 15%
  - Mobile app: 18%

- **MATURES (1945 or earlier)**
  - Email message: 56%
  - Email updates/newsletters: 58%
  - Direct mail: 48%
  - Website: 50%
  - Printed newsletters: 61%
  - Online community/forum: 25%
  - Social networking sites: 6%
  - Phone call: 17%
  - Text/SMS message: 8%
  - Mobile app: 13%
It all starts with the way we find our **PROSPECTS**, and, just as importantly, how they **FIND US**.
Find out who (or what) is GUIDING and INFLUENCING the membership decisions.

<table>
<thead>
<tr>
<th>“Influencers” for recruiting new members</th>
<th>Effectiveness ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Recommendations - from a manager or employer</td>
<td>5.3</td>
</tr>
<tr>
<td>2nd Recommendations - from a member, colleague or friend</td>
<td>5.2</td>
</tr>
<tr>
<td>3rd Recommendations - from a teacher, lecturer or other educator</td>
<td>4.7</td>
</tr>
<tr>
<td>4th Recommendations - from other organizations</td>
<td>3.5</td>
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</table>
Develop a stream of shareable content

Content that members and influencers want to pass on to others, i.e., potential members

- Current events
- ‘How-to’ blogs
- In case you missed it"
- Member good news stories

“The key is to focus on what gets shared”
2. Focus Your VALUE MESSAGE Clearly
WHY DO PEOPLE JOIN PROFESSIONAL SOCIETIES?

It’s a career investment:
They expect something of value in return.
Value is something that helps them:
- gain recognition
- gain access to continuing education
- advance in their career

Yes, they do want to support their profession, BUT…. 
3. Have a PLAN, Not a PRAYER, to Meet Member Needs

**Introducing New Membership Plans!**

- **Students**: $5/month
- **Studios**: $200/yr
10 Things Leaders Can Do to Help Their Section Grow
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1) Create a membership recruitment “CULTURE” in the Leadership-put membership on EVERY Board meeting as an “ACTION ITEM,” not a report
Ten Things Leaders Can Do to Help Their Section Grow

2) Send names of QUALIFIED PROSPECTS to the Membership Committee.
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3) Keep a file of GOOD IDEAS that you see from other organizations. Bring them to your Section’s attention.
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4) Publicize your Leadership Role in your Section whenever and wherever possible
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5) Be among the first to PARTICIPATE in everything the Section does.
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6) Make personal calls to INACTIVE members and encourage them to PARTICIPATE.

Active participation

- Each member if possible
- Working time?
- Results expected?
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7) Write a “TESTIMONIAL” letter (etc.) that you can keep on file and use in appropriate membership efforts.
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8) Contact new members and welcome them to the association.
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9) **Contact LATE-RENEWALS** and encourage them to **REJOIN** for another year.
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10) Lead by example- just ask one PROSPECT to JOIN.
The Key to Overcoming Objections

-Feel
-Felt
-Found
You MUST have an effective ON-BOARDING system
Better yet…

Don’t “orient’ new members – interview them!
4. Lower Member EFFORT.
It’s the key.
5. Build the Future on Guided Engagement
How do you **DEFINE** member engagement?

What is Member Engagement?

**Engagement Continuum**

- **Transactional**
  - Disengaged: Out-of-It, Asleep, Spaced-out
  - Barely logged in

- **Conscious, Tied to Yearning & Emotions**
  - Mis-Engaged: Kind of—Sort of, Autopilot
  - Unconsciously liking things
  - Activity not tied to Yearning

- **Transformational**
  - Engaged: Engaged
  - Posting and commenting
  - Learning about Person’s profile And background
  - Engaging with intent to transform relationship for mutual benefit

Dr. Bob Wright – Wright Graduate University
engagement

1. an agreement to be married

2. *the state of being engaged*: emotional involvement or commitment
engagement

... “when you pay attention to the details of the situation you are in...”
The *number* of times we contact members (and prospects) isn’t the point any more. The point is to be sure that all of the contacts are **POSITIVE**.

Many : 1
72% of email subscribers were sent 1-5 emails per month. Almost 16% of email subscribers were sent 6-10 emails per month and 6% of email subscribers were sent 11-15 emails per month. Interestingly, open rates remain stable across all three frequency thresholds, reinforcing that relevancy more than frequency drives engagement.
Make Leadership involvement one of the values of membership in ISA
The Gift of Leadership

What You Take Away
-and USE-
From Your Leadership Experience
Leadership

The ability to get things done with and through other people.
Effective Leadership

The ability to get a LOT of things done with and through other people.
Extraordinary Leadership

The ability to initiate change with and through other people.
The Goal of ISA Leadership Program:

Developing Extraordinary Leaders
Creating Great Membership Experiences

The Value of Membership

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