

# Membership: How to Recruit, Retain, and Engage Members!



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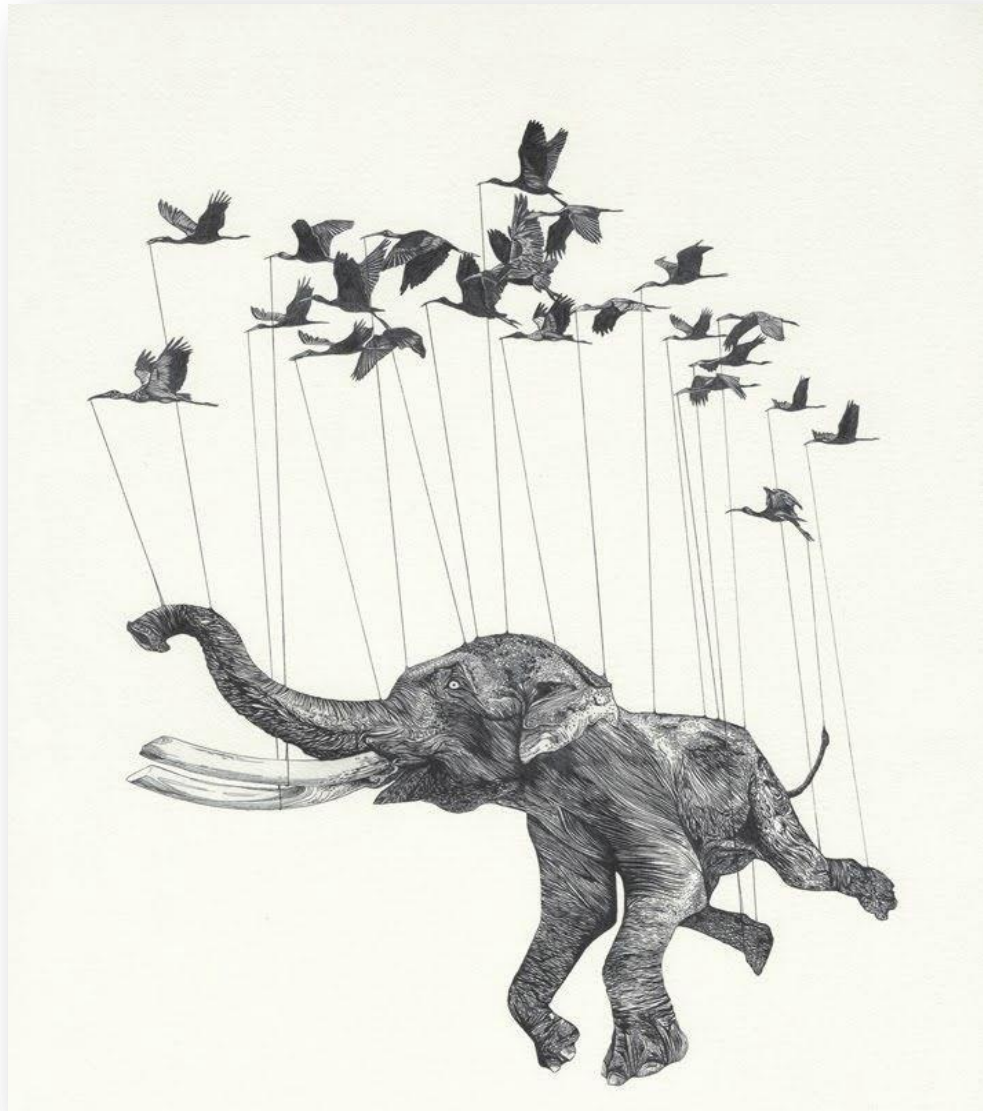
# AGENDA

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1. Who Are Your Members?
2. Why Should People “Buy In”?
3. How Do You Get Members?
4. How Do You Keep Members?

**Who Are Your Members?**

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***Members are what make your organization soar!***

For membership based organizations, **members are their reason for being**, so getting and keeping members truly engaged in the organization is critical for survival.

-Tips for Building Membership Engagement (Wild Apricot 2015)

# Spectrum of Member Engagement

Potential Member	Check-book Member	Sporadic Member	Engaged Member	Loyal Advocate	Brand Ambassador
<p>New to the industry, may lack resources or time, or not a “joiner”.</p> <p>Needs to understand value of association membership.</p>	<p>Writes dues check, but doesn't actively participate in association programs.</p> <p>Renewal is not guaranteed.</p>	<p>Occasionally attends meetings or participates online.</p> <p>Renewal is not guaranteed.</p>	<p>Gets involved in association programs on a regular basis.</p> <p>Renewal is likely.</p>	<p>Gets involved in association programs, volunteers for committees, appreciates the value of membership.</p> <p>Renewal is highly likely.</p>	<p>Champions the association's mission.</p> <p>Renewal is automatic.</p>

# **DOUBLE CHECK:** Review Your Bylaws

Check the membership article that describes:

- ▶ Who the members are
- ▶ How people become members
- ▶ What rights and duties members have

*All bylaws under the Societies Act require you detail membership defining specifics that clarify different roles and rights.*

Example:

<b>Article 6</b>	<b>MEMBERSHIP</b>
6.01	Membership shall be available to residents within the boundaries of the Association or as these By-laws extend or constrain.
6.02	Membership fees in the Association shall be determined, from time to time, by the Board.
6.03	A person must have paid their fee, prior to the commencement of a meeting to be registered with the Membership Director, and be in good standing with the Association prior to voting on any community matters.
6.04	Membership in the Association shall be in effect from July 1 to June 30 of each year.

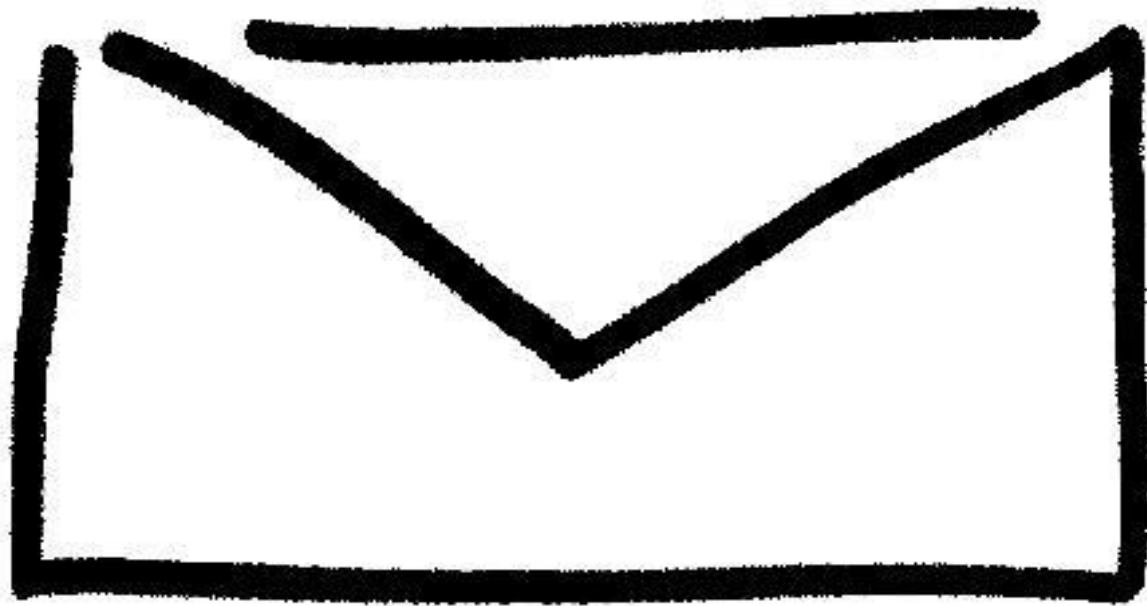
# Why Should People “Buy In”?

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**Building  
Membership**  
=  
**Building  
Relationships**





*...every interaction is important!*

# Building Membership is a Balance Between:

- Establishing Value
- Communicating Effectively

**Membership:**  
**Important**  
**Self-Assessment**  
**Questions**



# Common Reasons People “Buy In”

1. Gain access to offerings
2. Benefit from “perks”
3. To connect or Belong
4. Answer the call for support

## It is Crucial to Reflect on:

- ▶ What you're offering that's bringing people through the door
- ▶ Incentives you can add to your membership to increase its value
- ▶ The methods you use to increase your visibility

# Use Key Messages to Explain Value

Key Messages are small, bite-sized pieces to explain:

- ▶ What your organization does
- ▶ Stands for
- ▶ What is distinct about you
- ▶ The value you offer



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“We build capacity as the support organization for small not-for-profits. We offer free workshops and training to volunteers and staff as well as individual support”.



**BEST TACTIC:**

# Word of Mouth



## What is Your Value?

Try stepping outside your shoes and looking at the work of your organization from an outsider's perspective.



# How Do You Get Members?

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- ▶ Building Awareness
- ▶ Tell Your Story!
- ▶ Communications Platforms
- ▶ Communicating Effectively

# Building Membership Through Awareness

It is important for your organization to take a close look at the **work you do** and **how you communicate**.



# Tell Your Story!

Telling your story draws people to your organization and helps to build relationships.



# Pick your Communication Tools

- ▶ Who are you talking to?
- ▶ How are you talking to them?



# Popular Communication Platforms to Promote Membership

## Website

Your “one stop shop

## Social Media Channels

Short, bit sized pieces of info. Great for photos



*Instagram*





# Popular Communication Platforms to Promote Membership cont.



## Events

Events are an excellent way to build your presence.

## Newsletter/E-newsletter or Email Communications

Your mass messaging is very important because it reaches all, whether engaged or not.

# How to Communicate Effectively

- ▶ Stand out
- ▶ Face-to-face interactions
- ▶ Be timely and relevant
- ▶ Be relatable
- ▶ Outsider's POV



# How Do You Keep Members?

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**To Keep Members, You Want to Engage Them!**



***Engagement =  
Relationship + Action***

# 5 Ways to Increase Organizational Engagement

1. Make it easy to participate
2. Be a leader - inspire others, be personable
3. Interact with your members
4. Welcome new members
5. Thank your members and volunteers for their contributions



Don't  
Forget  
the Fun!

# COMPETITION FOR MEMBERSHIP:

## Follow up & Evaluate





**Ultimately, recruiting, retaining and engaging members is an ongoing process.**



Questions?...

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