

Five Things You Need To Know About Member Engagement

July 2020

The only unified platform designed to improve operational efficiency, increase member engagement and drive organizational growth.



Not just another AMS.



The *first and only*
meAMS

Member Engagement & Association Management System

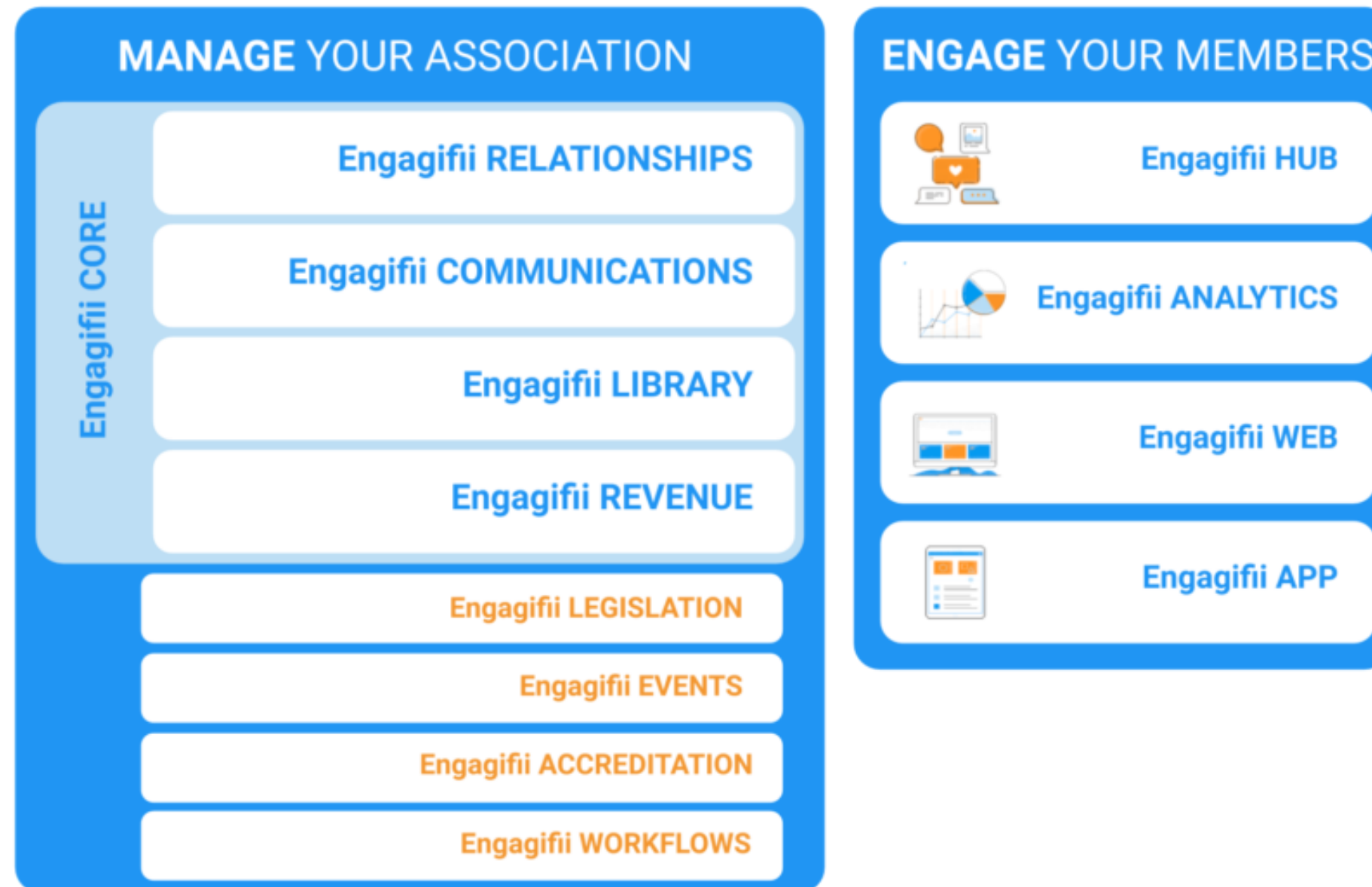
Grown under the guidance of association leaders
who aren't afraid to challenge the status quo and see things differently.

 Engagifii

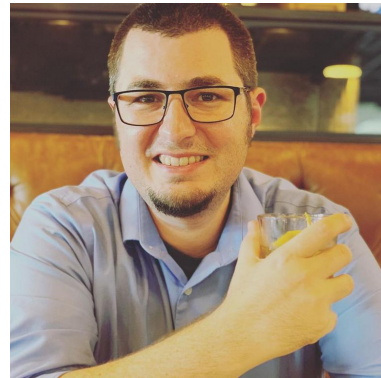


Innovative Solutions For Your Organization

Improve Efficiency | Increase Engagement | Grow Revenue



Today's Presenters



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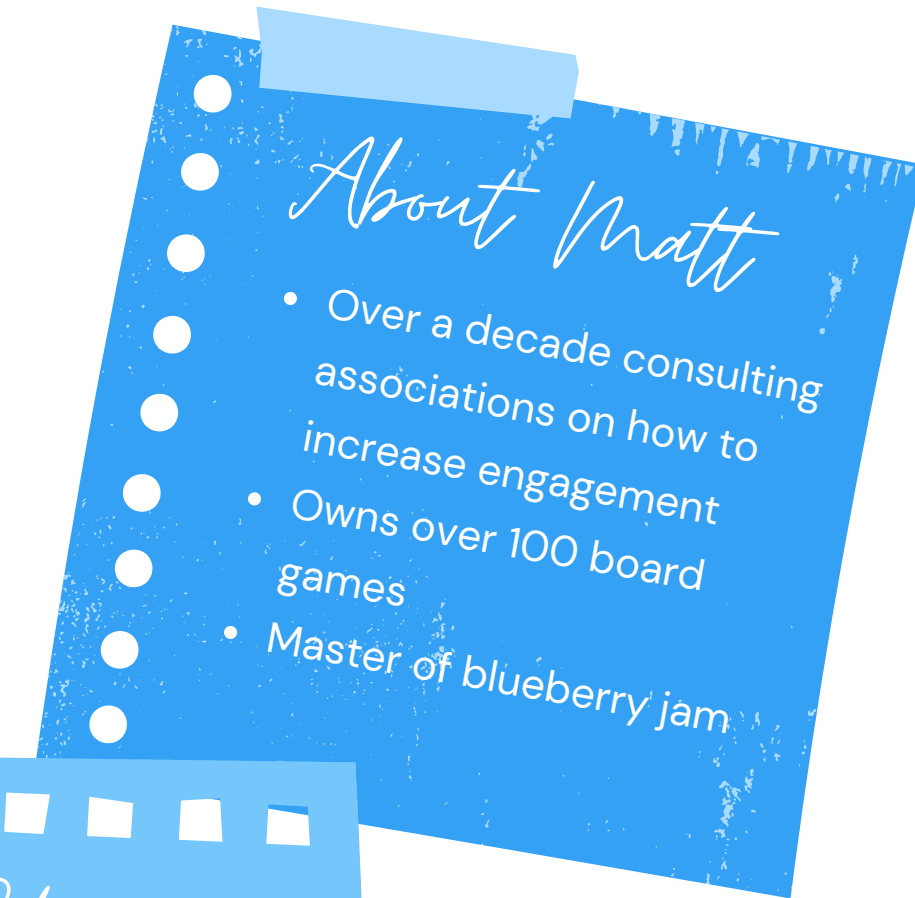
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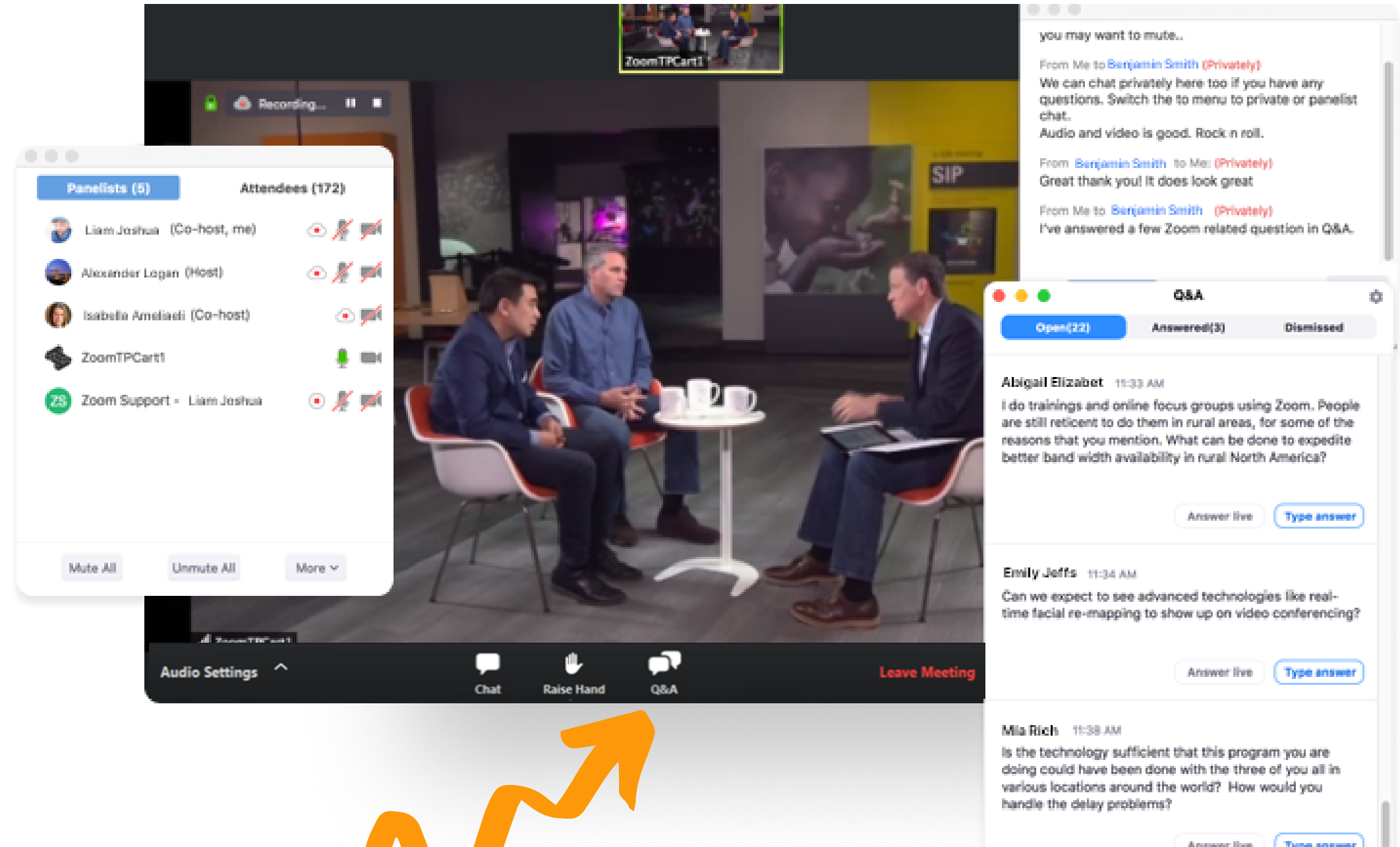
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Be ENGAGED!



What are we talking about today?

1

What is member engagement?

2

Why is member engagement important?

3

How can you increase member engagement?



What is member engagement?



Engagement is the goal.

Member engagement is the ongoing **interaction** and **relationship** between a member and your organization in exchange for **meaningful value**.



Identify what engagement means for your association.



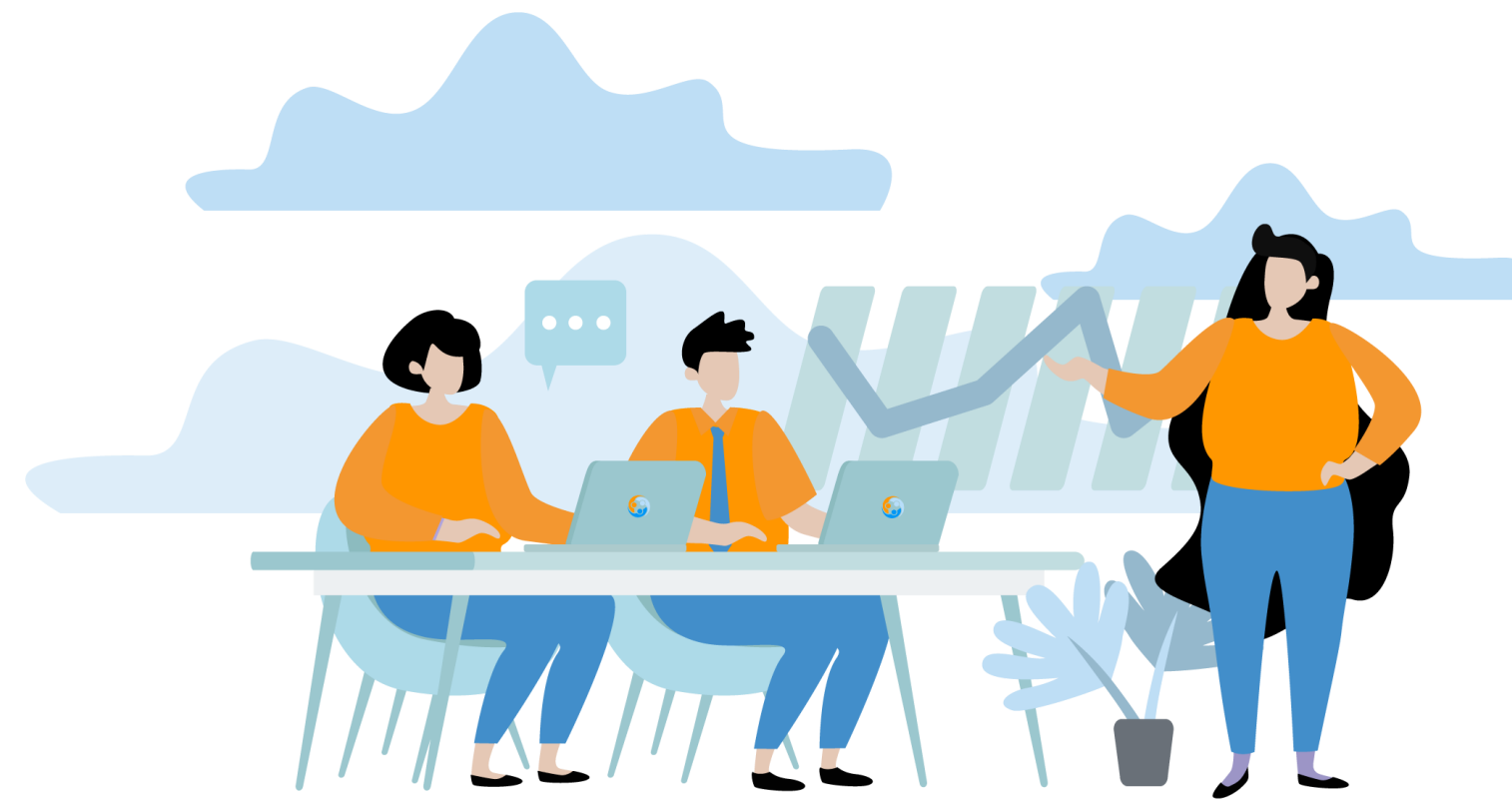
"Member engagement at ANA is the investment of time, money, attention, and participation, by both the association and its members, in order to provide meaningful, long-term, mutually beneficial experiences and relationships that advance the profession"

WARNING!



Don't jump to transactional touch-points
without defining member engagement.

Why does this matter?



Renewals

In 2019,
67%
of associations saw
renewals decline
or stay the same

Why don't they renew?



Source: 2019 Membership Marketing Benchmarking Report, published by Marketing General Inc.

Engagement

Member engagement and member retention go hand in hand.

A member that is active and engaged in your association is more inclined to renew.



41%

of association executives believe members don't renew their membership because of

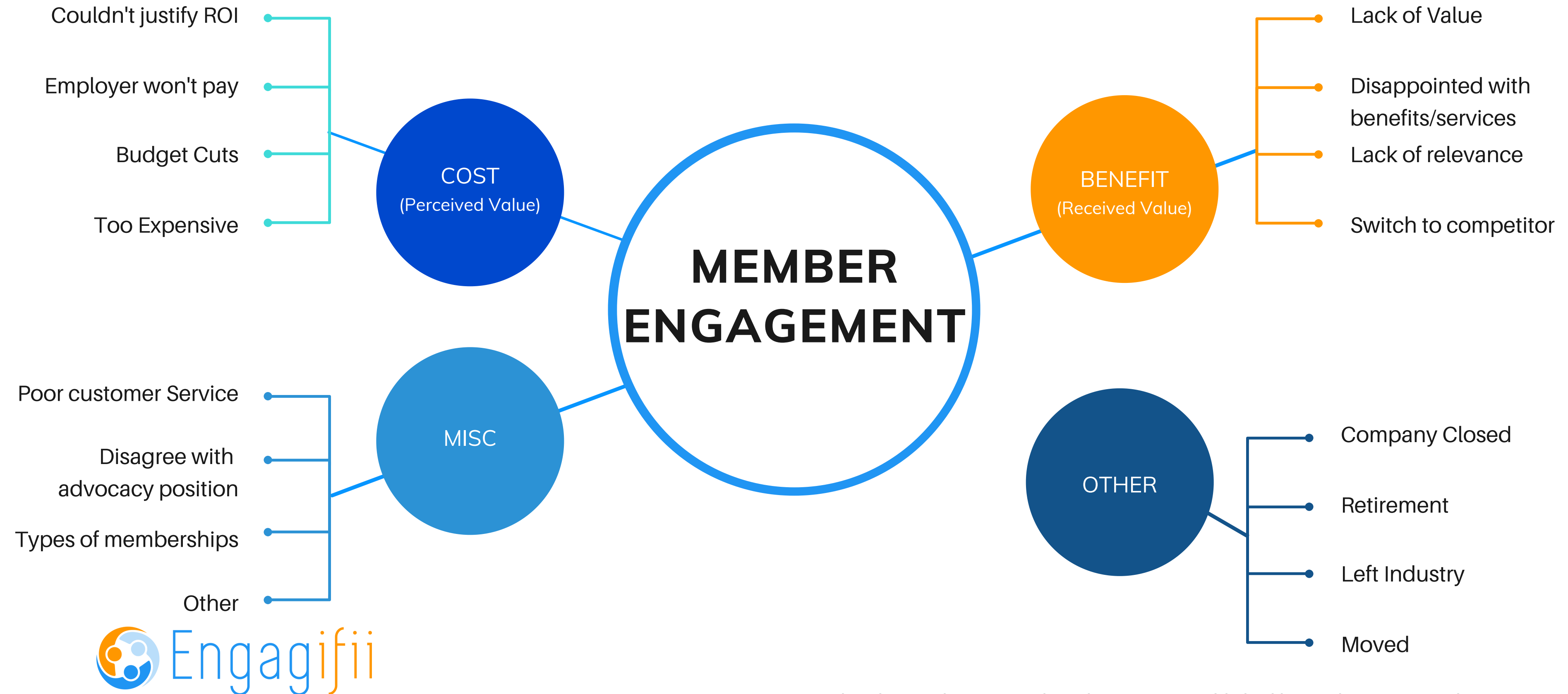
"Lack of Engagement"

But... The *real number* is

MUCH HIGHER

Source: 2019 Membership Marketing Benchmarking Report, published by Marketing General Inc.

Why don't they renew?



Source: 2019 Membership Marketing Benchmarking Report, published by Marketing General Inc.

Member Engagement is vital to the health and success of an association.

37%

of associations' revenue
comes from membership dues.

Member engagement
impacts your bottom line!



How do we improve member engagement?



Find problem areas

Let's look at a problem that plagues many associations - **first year renewal rates**

TIP: If you improve first year engagement, you can expect to see a higher renewal rate!

Overall Membership

Renewal Rate

82%

First-Year Members

Renewal Rate

72%

65% renewal rate for associations that have **individuals** as members!

Do the math: Retention is a financial asset.

The average net value of a retained member is **66%** greater than of a newly acquired member.

It costs **5X** more to acquire a new member than to keep an existing member.

	Average Annual Cost Value					
	Year 1	Year 2	Year 3	Year 4	Year 5	5-Year Total
New Member	\$22.74	\$23.45	\$24.26	\$23.73	\$25.10	\$119.28
Renewed Member	\$4.51	\$4.62	\$4.88	\$4.79	\$5.02	\$23.82



New Member Onboarding

FOR YOUR ASSOCIATION



Source: Associations Now | 2019 Membership Marketing
Benchmarking Report

The first months are make-or-break.

Find ways to make a good impression.

A personal touch makes a difference.



How do you onboard a new member?

- ☑ **75%** of associations send a **welcome email** (which means 25% don't!)
- ☑ **Member profile creation** (43%), **welcome kits** (44%), and **membership cards** (45%) among the top methods for new members.
- ☑ 46% of trade association say a **welcome phone call** is part of their new member onboarding - and they see a **16% higher renewal rate** than individual member associations



TIP: Technology can help

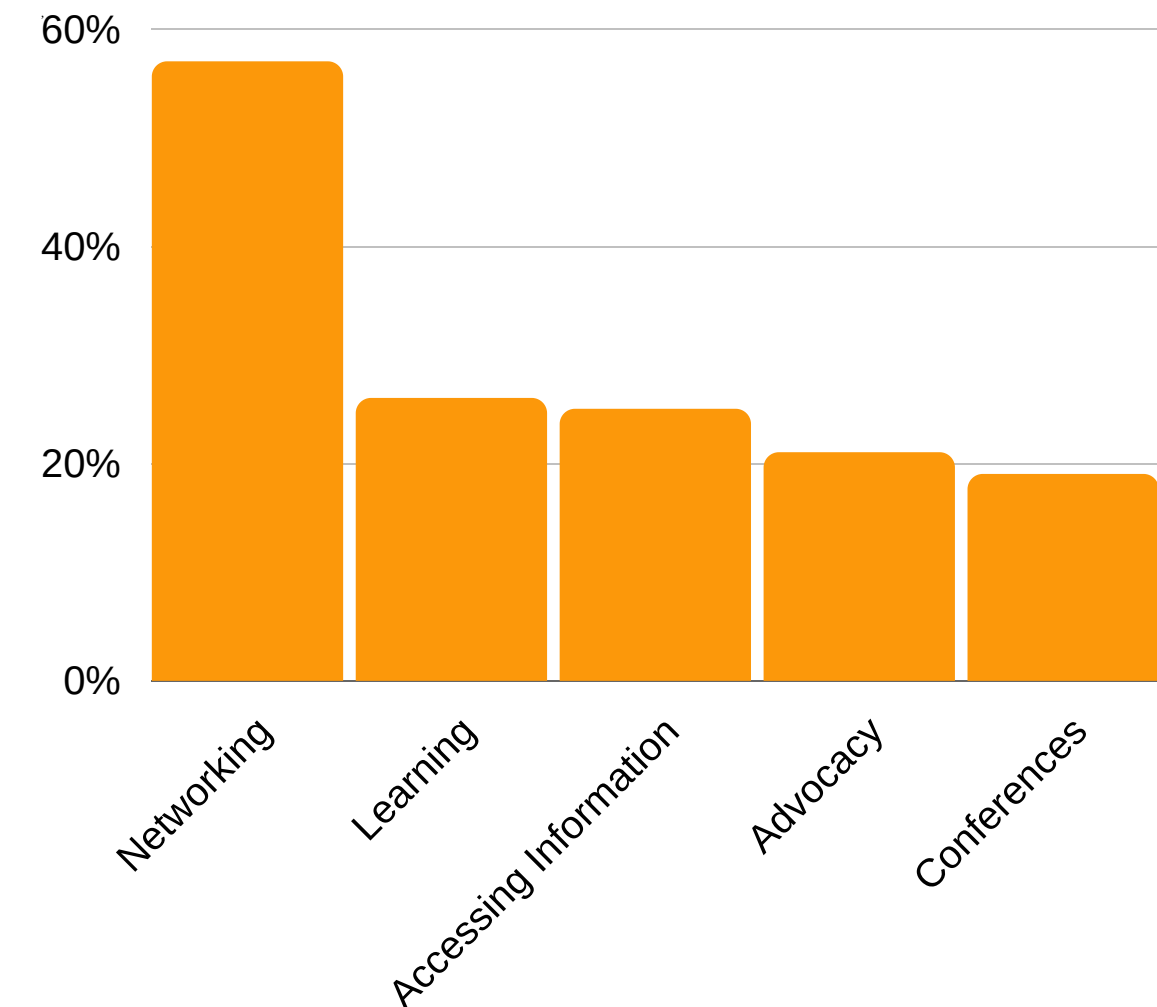
- ✓ **Personalized welcome email.** Make the messages tailored, relevant, and engaging.
- ✓ Develop a **member interest profile** - then connect them with various programs, events, or products that match their areas of interest.
- ✓ Send out **surveys** and invitations for **feedback**. Don't be afraid to ask if they found value in resources or events or how they could be improved.
- ✓ Associations with an 80% or higher renewal have a **members-only section on their website and app**
- ✓ **Track your members' behavior.**
 - ~ What documents are they accessing the most?
 - ~ Are they reading your legislative reports?
 - ~ What type of events do they attend?
 - ~ Are they interacting with other members? With staff? Public officials?



What was their motivation
behind joining the association
in the first place?

Member Motivations

- **Networking** with others in the field
- **Learning** best practices in their profession
- Accessing specialized and/or current **information**
- Supporting **Advocacy**
- Supporting the mission of the association
- Attending **Conferences** / Trade Shows



Source: ASAE, 2020

Networking: Online Community

ONLINE COMMUNITY SERVICE				
	Total (n = 692)	Individual (n = 305)	Trade (n = 208)	Combination (n = 179)
Higher Logic	24%	29%	15%	26%
YourMembership (YM)	4%	4%	6%	3%
Community Brands	1%	1%	-	2%
Small World Community	1%	1%	-	-
Personify360	<1%	1%	-	-
Causeway	<1%	-	1%	-
CareHubs	<1%	<1%	-	-
Other	24%	26%	22%	24%
We don't offer an online community	45%	37%	57%	45%

Simply having an online community won't cut it - you've got to go further.



Virtual Networking Opportunities

FOR YOUR ASSOCIATION



Source: Associations Now | ASAE Collaborate community

Virtual Mentoring or "Buddy Sessions"

Virtual lounges with facilitators (staff, speakers, members)

Virtual reception or cocktail hour

Make it fun - custom backgrounds competitions!



Learning & Training

Members look to associations for **thought leadership**.

Library of Resources

One simple way to **communicate value in the early stages** of membership is to share access to a library of resources that are updated regularly.

Online Learning

When members **enroll within the first months of membership in an online learning or training program**, they are more likely to engage with your association for the lifetime of their membership.

Learning Paths

Transform individual courses into learning path, designations or formal education programs that will give your members some **longer term goals** to work towards.



Information

Members are joining for information, but they aren't purchasing books or directories anymore.

In 2019,
77%
of associations reported
stagnant or declining
sales of books/directories.

What can you do?

*Tip: Make the
information digital*

50% of associations
reported an increase to
members-only sections of
the websites



Advocacy

Is legislation and advocacy part of your engagement mix?

75%

of associations reported it was
somewhat difficult to
**get members involved in
advocacy efforts**

**But 22% of members say they join
to support advocacy efforts.**

Tip: Make it relevant
and accessible.

Tip: Think of
Government Relations
like a conference.



Tip: Technology can help...*again*

- ✓ Create **long-term member goals** with designations and **learning paths**
- ✓ Use online **badges and awards** to create friendly competition
- ✓ Give members a way to **communicate on the issues** they care about
- ✓ **Online directories** are a huge member benefit



Your conference is the engagement star

- ✓ Many use an event **app** to engage with conference attendees *during the conference*
- ✓ An **association app** offers more engagement opportunities **year round**

Get an Association App!
Use it for conferences and
then engage past the conference.



**This is the point where someone
in the webinar usually says**

*"But, Matt, my members are old
and use flip phones."*

What age groups are your members?

Or... how old are your members really?

over 4 hours

Amount of time baby boomers
spend on electronic devices each day

70% Of adults over 50 own a smartphone

70% Of 65+ use the internet **every** day

GENERATION GROUPS	
	Individual (n =218)
Generation Z (born 1996 or later)	6%
Millennial (born 1980 to 1995)	20%
Generation X (born 1965 to 1979)	29%
Baby Boomers (born 1946 to 1964)	36%
Born 1945 or earlier	10%



Or, someone says...

"But, Matt, my members live
in the middle of nowhere and
don't even have the internet."

Internet access in rural America

Crisis into opportunity

Covid-19 has helped the push to digitize rural America. The federal government is spending hundreds of millions of dollars, including a \$20 billion program at the FCC, to expand rural broadband.

It's getting better

High-speed internet is available to about **93.5 percent of the US population** through traditional technologies (cable, fiber, dsl), including about **73.6 percent of the rural US population**.

But, high-speed internet was ***available to virtually the entire population via satellites***.



Email

Email sucks

On average, business people receive **100 emails** every day.



Only 45% of
members say
email is engaging



What should we do about email?

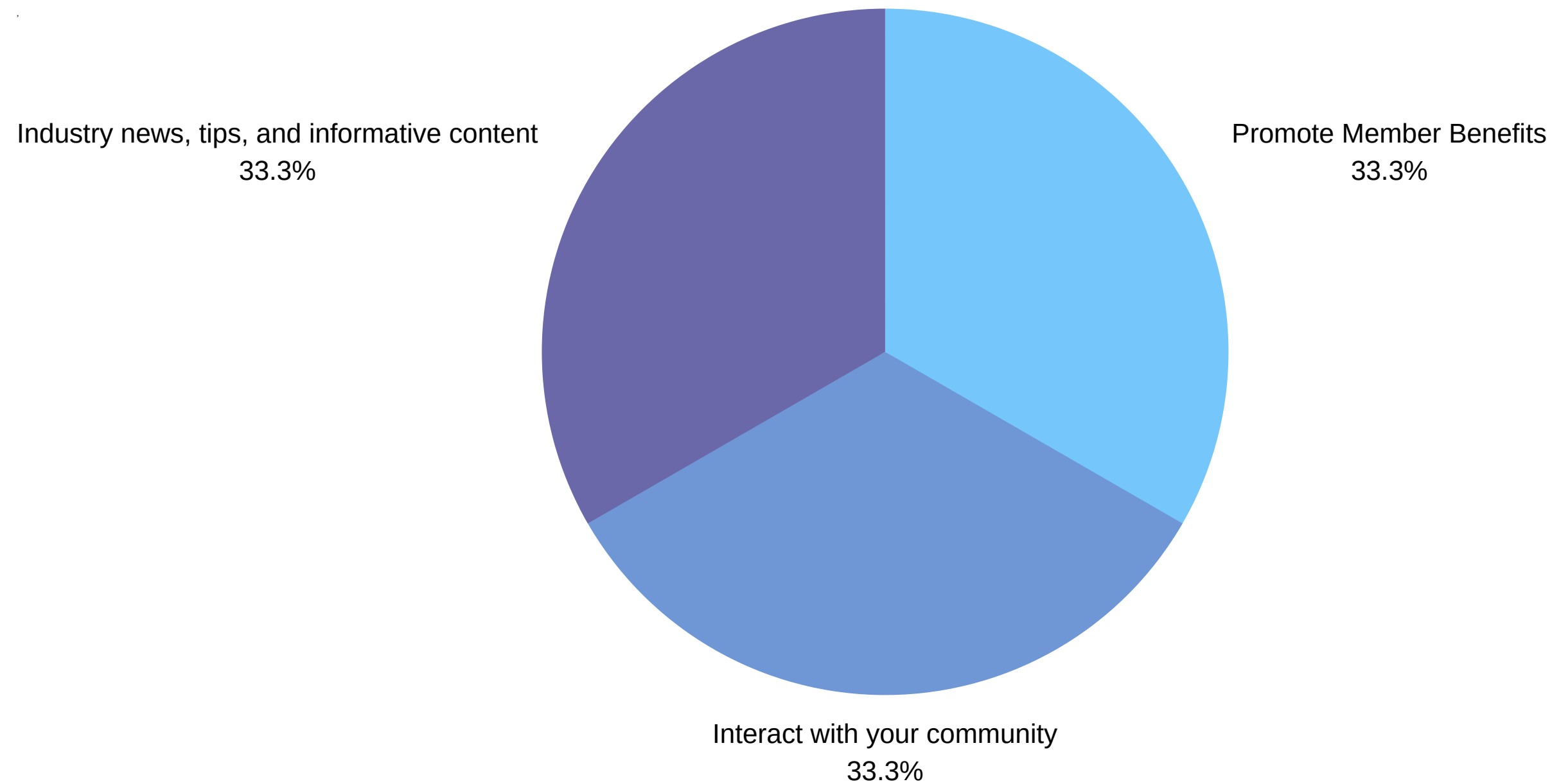
- Find ways to make the content relevant
- Personalize emails
- Segment recipients based on interests



Social Media Can Drive Member Engagement

What should you share with your members?

THE RULE OF THIRDS: Don't worry, no need for a calculator.



Source: Madgex Labs "Social Media Marketing for Associations: Member Engagement"

So, which one?

Which social media platforms are the most popular for associations?

SOCIAL MEDIA USED BY ASSOCIATIONS				
	Total (n = 710)	Individual (n = 314)	Trade (n = 213)	Combination (n = 183)
Facebook	93%	94%	89%	97%
Twitter	82%	83%	81%	82%
LinkedIn (Public)	72%	69%	76%	74%
YouTube	59%	57%	60%	59%
Instagram	48%	50%	40%	51%
LinkedIn (Association Members Only)	27%	28%	25%	27%
Association Blog	20%	21%	22%	17%
Pinterest	10%	13%	6%	11%
Private Association Social Network	9%	12%	7%	4%
Flickr	7%	6%	9%	8%
Google +	7%	6%	7%	8%
Association Listserv	6%	8%	4%	7%
Other	3%	3%	3%	3%
None—we don't use social media	1%	1%	2%	-



But... what SHOULD you be using?

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

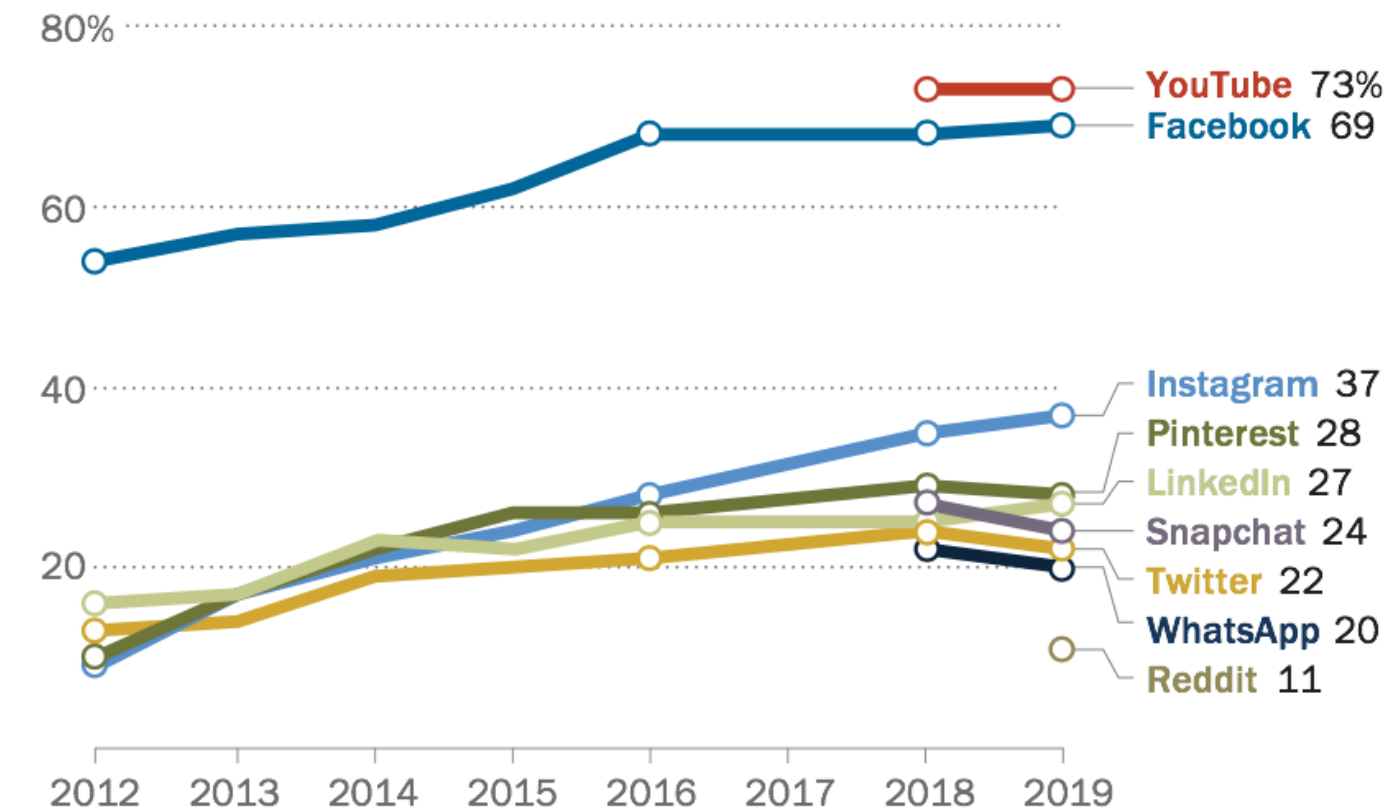
	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000-\$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp.

Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER



To sum it up...

Associations are using

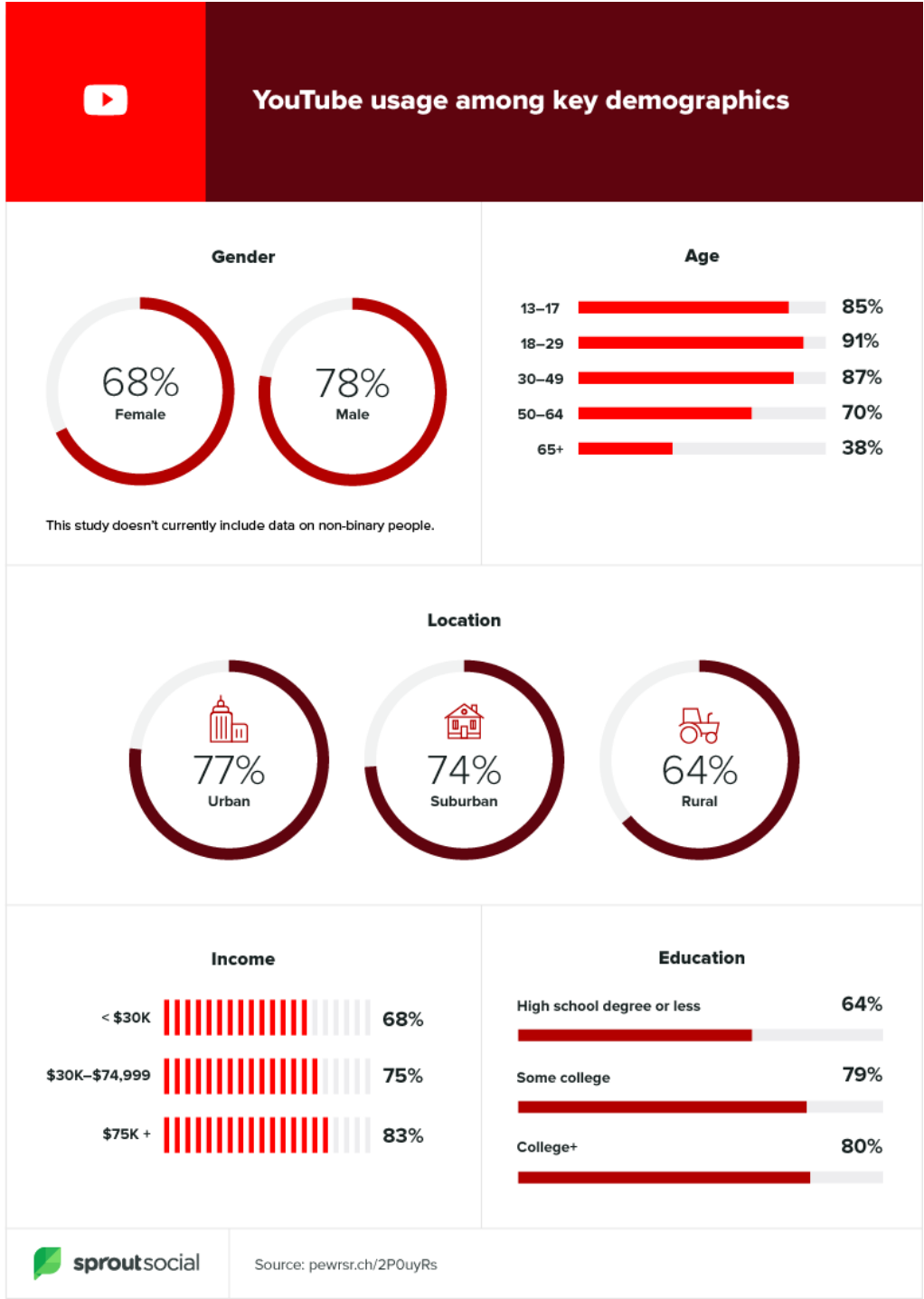


to engage their members.

Their members are
spending their time on



Are you having problems attracting Gen Y?



They are on **YouTube...**
are you???



The Five Things You Need To Know About Member Engagement:



1

Engaged Member = **Renewed** Member

2

Engagement strategies should focus on **relationships** and **interactions**, not transactions.

3

Engaging **Member Onboarding Plans** are a must to improve retention.

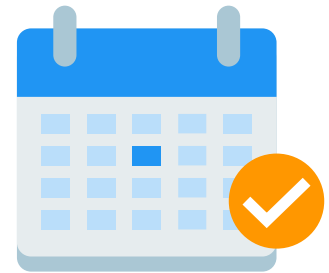
4

Engagement strategies need to be tied to the **value** for the member: **networking, learning, information, advocacy, and events**.

5

You need a **technology platform** that enables your member engagement strategy.

Thank you!



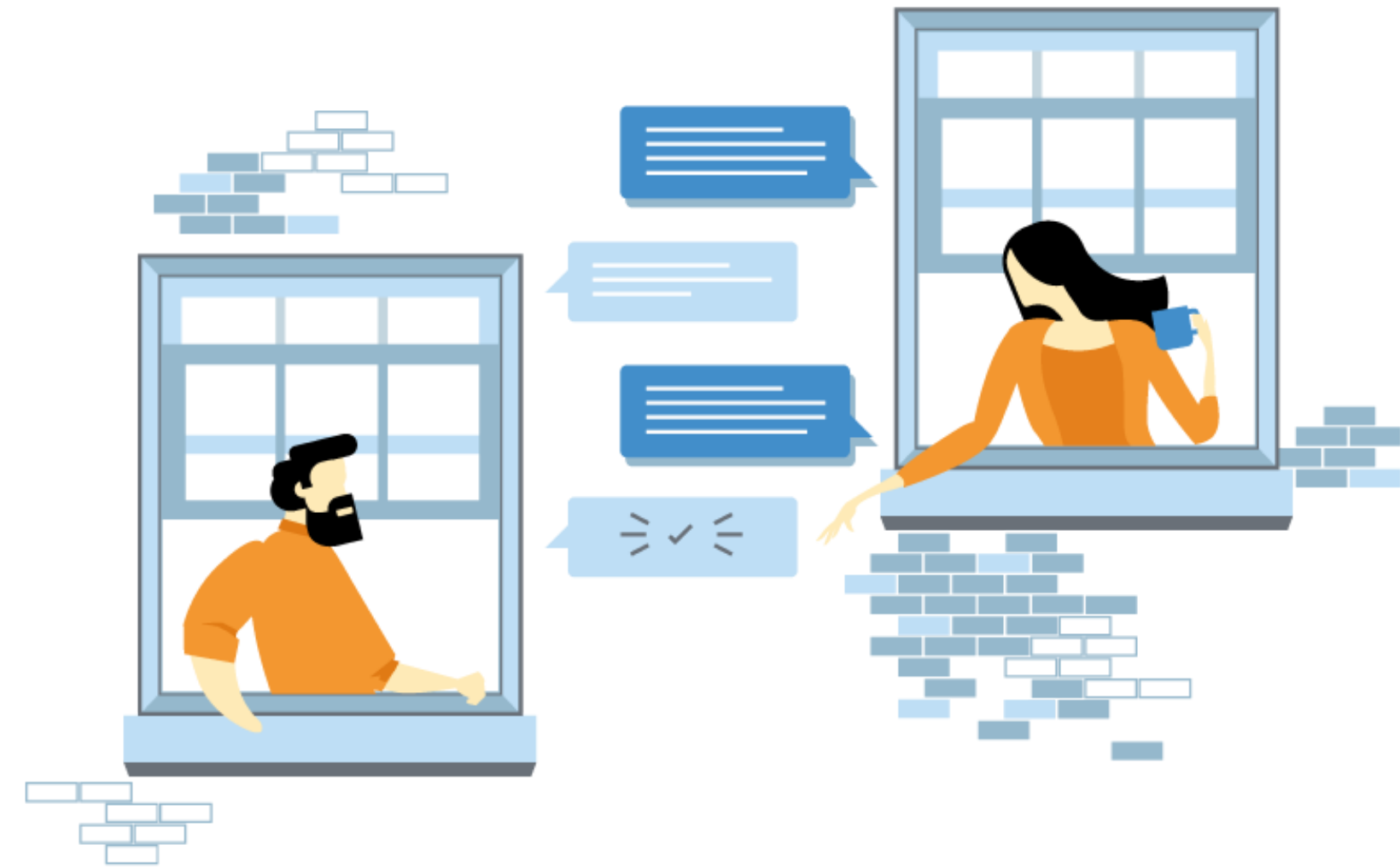
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Resource Guide

- [2019 Membership Marketing Benchmarking Report](#) - MGI
- [Social media usage in the US in 2019](#) - Pew Research
- [Today's Popular Email Clients \(2019\)](#) - Campaign Monitor
- [Email Statistics Report, 2015-2019](#) - Radicati.com
- [Community Brands 2017 Member Loyalty Study](#) - Community Brands
- [25 Mobile App Usage Statistics To Know In 2019](#) - Mindsea.com
- [Associations Struggle to Engage Members in Advocacy Efforts](#) - AssociationsNow.com



Resource Guide

- [Benefits of Joining a Membership Association](#) - Business Analysis Blog
- [The Value of New vs. Renewed Members \(CASE STUDY\)](#) - Colleen Dillon
- [How to Develop Virtual Networking Opportunities](#) - AssociationsNow.com
- [Technology Use and Attitudes among Mid-Life and Older Americans](#) - AARP
- [Senior Citizen Mobile and Internet Usage Facts, Figures, and Statistics](#) - Martech Zone
- [Even In Crisis Times, There Is A Push To Wire Rural America](#) - NPR

