



SHRM[®]

SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

Membership Marketing

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Review :

- > Results of recently released 2011 Membership Marketing Benchmarking report by MGI
- > Value proposition
- > Marketing message
- > Prospects

The *Benchmarking Report* is an annual study of association membership conducted by Marketing General Incorporated that serves as a bellwether for the industry's fiscal fitness.



Membership growth, a key indicator of the economic health of the association industry, shows strong signs of a rebound from the severe effects of the multiyear recession.

Of the 650 association executives who responded to the survey, 57% reported new member acquisition increased from the year before as well as significant improvement from two years ago.

The *Benchmarking Report* found that the major indicators of membership health—total membership, new members acquired, and members renewed—all showed substantial improvement from the 2010 findings.



49% of respondents indicated an increase in members over the previous 12 months (the highest percentage since 2009).

Increase In Entire Membership

Percentage Change in Entire Membership Over Past One Year	2011	2010	2009
Percentage Increased Overall	49%	36%	45%
Percentage Unchanged Overall	16%	14%	16%
Percentage Declined Overall	34%	48%	35%
Not Sure	2%	3%	5%

Percentage Change in NEW Member Acquisition Over Past Year	2011	2010	2009
Percentage Increased Overall	57%	42%	49%
Percentage Unchanged Overall	21%	20%	22%
Percentage Declined Overall	16%	26%	21%
Not Sure	8%	12%	10%

Percentage Change in Member Renewals Over Past Year	2011	2010	2009
Percentage Increased Overall	32%	21%	22%
Percentage Unchanged Overall	37%	27%	39%
Percentage Declined Overall	24%	44%	31%
Not Sure	7%	8%	9%

How do Prospective New Members Learn or Become Aware of your Organization?	2011	2010	2009
Member word-of-mouth recommendation	90%	91%	77%
Association website	87%	88%	85%
Email to prospects	71%	67%	61%
Promotion to/at your own conference/convention	65%	66%	65%
Co-worker or colleague recommendation	64%	67%	54%
Direct mail to prospects	62%	66%	76%

Measuring the Degrees of Engagement

Member involvement with association products, services, and activities is known to be a strong motivator for membership renewals and overall association health.

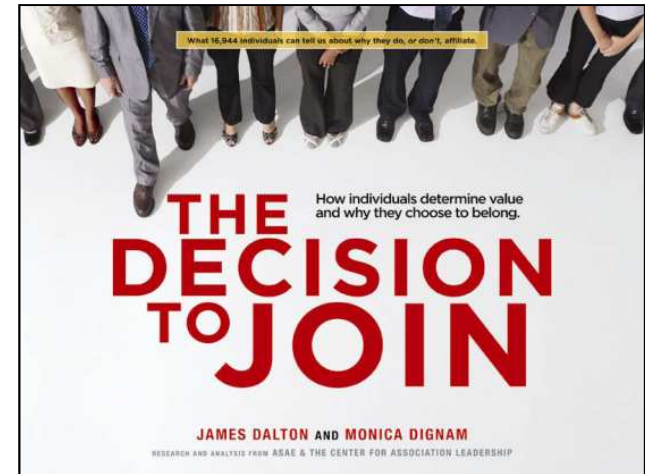
It's generally accepted that the more a member is involved in an organization, the deeper the member's loyalty and likelihood to remain a member.

Measuring the Degrees of Engagement

Percentage of Members Engaged With Each Type of Activity	Mean
Attendance at your annual conference/convention	22%
Attend at least one of your professional development meetings	19%
Acquire or maintain a certification with your organization	11%
Attend at least one of your webinars	11%
Participate in your public social network	10%
Purchase a non-dues product	10%
Volunteer with your organization	9%
Purchase a book or directory	9%
Participate in your private social network	9%
Purchase a non-dues service (other than previously checked)	9%
Purchase or maintain insurance through your organization	7%
Upgrade their membership	5%
Participate in your young professional program	3%

The three most important benefits in the Decision to Join:

- ✓ Opportunities to network with other professionals in the field
- ✓ Access to the most up-to-date information available in the field
- ✓ Professional development or education program offerings



- Entry-level people have always been slow to appreciate the value that associations offer.
- Private sector employees have the highest proportion of memberships in professional associations at 49.9%, while those employed in government have the lowest at 10.6%.
- 56.2% of those who have never joined say that their employers do not pay dues. When employers pay dues, only 17.2% of respondents are never members.
- A member's perception of "value" from an association increases directly with involvement.

The five key membership life stages:

1. *Awareness*
2. *Recruitment*
3. *Engagement*
4. *Renewal*
5. *Reinstatement*



What is the VISION?

What is the VALUE?

What is the CONNECTION?

What lines of business does your chapter provide?	
✓ Education	✓ Professional Development
✓ Information/Knowledge	✓ Government Advocacy
✓ Publishing	✓ Public Relations
✓ Networking	✓ Standards & Certification
✓ Convention & Exhibition	✓ Research

- ▶ What are the Key Strengths of your chapter?
- ▶ What adjectives come to mind to describe your chapter?
- ▶ What does your chapter have to offer?
- ▶ What problem can your chapter solve for the HR professional?
- ▶ Call to Action. What should the listener do as a result of hearing this?



CREATIVE
DESIGN & COPY



offer!!

**Which is Most
Important...
...and Why??**

Target Audience (List)





Lists

Offer & Call to Action

Design
&
Copy

**50% of the
success or
failure of a
marketing
program
depends on
who you
market to**

- The offer is clear to the prospect with a call-to-action
- "Sweeten the deal" to get individuals to try your chapter by offering:
 - buy one get one free (meeting attendance)
 - introductory price of (discounted price)
- An offer is best when it has a deadline
- A confused mind always says "no" -- KEEP IT SIMPLE!
- Local legislative/compliance issues are a good draw

- Offer first and multiple year discounts (15 months for 12)
- Payment methods:
 - Credit cards will increase response rates
 - Bill-me options increases up-front response rates
- Negative messaging often works- what will they miss, not accomplish, not be aware of, etc.
- Track responses and return on investment by initiative

- SHRM's at-large members
- Your lapsed members
- Non-member event attendees
 - Encourage current members to bring a friend
 - Invite local businesses to an educational session or coffee break/networking reception
- Member-get-a-Member campaigns (reward current members for referrals)
- Social media/online groups (LinkedIn, Facebook, Twitter, etc.)
 - Encourage your members to "Like" your chapter or posting to help spread your company name
- Local advertising that drives to a landing page

- Visitors to your website (offer free content in exchange for their contact info)
- Local business groups (Chamber of Commerce, small/independent business associations)
- Exhibit at state or chapter SHRM conferences or other HR / business tradeshows
- Let prospects sign up for your chapter's newsletter
- Student Members from Local Colleges/Universities
 - Good feeder pool into your chapter, and they know other students or recent graduates!

SHRM Chapter Recruitment Methods

Which of the following do you use for recruitment?	Responses
Offer free attendance to chapter meetings for new people	26%
Get involved in community groups (small business groups, chamber of commerce, etc)	21%
Member Get a Member Campaigns	20%
Other	15%
Local advertising (print, online, radio)	11%
SHRM At-large Lists (this option was a write-in as other)	5%
Offer free sign-up to chapter newsletters	4%
Utilize rented HR lists	1%
Give away content in exchange for contact information to build prospect list	1%

Source: SHRM Chapter Survey, Nov 2010

“Other” Answers Included:

- > Exhibiting at Trade Shows, State council events
- > Members bring a guest to free meetings, lunches, etc
- > Free prospective member receptions or other special events
- > Free first year membership to newly certified
- > Free first year membership to SHRM National members
- > Host certification study groups

Which of the following do you utilize to welcome and engage new chapter members?	Responses
Email welcome	32%
Introduction or announcement to new members at chapter meetings	28%
Other	12%
Mailed welcome letter or member kit	11%
Welcome phone call	10%
Membership card or certificate	3%
Special discounts	1%
None	1%
New member webcast or online chat	1%

Source: SHRM Chapter Survey, Nov 2010

- Volunteer Leader Resource Center (VLRC) www.shrm.org.
Go to Volunteer Leader Resource Center, Membership CLA section
- Visit the Direct Marketing Association website for good marketing resources at www.the-dma.org
- Privacy information can be found at www.the-dma.org/privacy.
- Sites with good marketing tips include these free newsletters:
 - MGI Tipster, www.marketinggeneral.com
 - Marketing Profs, www.marketingprofs.com
 - MarketingSherpa www.marketingsherpa.com
 - Email Institute www.emailinstitute.com
 - Smartbrief on Social Media www.smartbrief.com
- www.membershipmarketing.blogspot.com

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