

Building a Comprehensive Membership Retention Plan

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1

New Plan Retention Goals

- ▶ Build deeper relationships with Members
- ▶ Improve Membership Data
- ▶ Identify issues sooner so we can make connections and fix problems
- ▶ Everyone on staff making our Members a higher priority
- ▶ Spend more time with 1st and 2nd year Members
- ▶ Reach Members through different marketing avenues

2

Member Relations Manager

- ▶ Manage ALL retention processes
- ▶ Coordinate outreach to all Members
- ▶ Build relationships & address Member issues
- ▶ Regular Member Data Verification
- ▶ Member audit for monthly billing
- ▶ Analyze past due data weekly
- ▶ Weekly review of Member-Staff Engagement

3

Member Evaluations

Attended a
Chamber
Event

How many
years of
Membership

How quickly
they pay
invoices

Match
interest to
opportunity

Response to
previous
communication
efforts

Engaged
thru social
media

4

Engaged Members

Week One:

- ▶ Video from President thanking them for their support

3 Month:

- ▶ Phone call survey with each member
- ▶ Identify any current needs or issues
- ▶ Try and gauge personal interest

6 Month

- ▶ Phone call check in, update data & build relationship

5

Unengaged Members

Week One:

- ▶ Video from President thanking them for their support

2 Month:

- ▶ Schedule meeting at Chamber office
 - ▶ President and/or VP Introduction
 - ▶ Provide Handout of staff contacts & Chamber event details

6

Unengaged Members

4 Month

- ▶ Send video on Taking Advantage of Membership

6 Months

- ▶ Scheduled visit to their location
 - ▶ Small “Gift” to show appreciation

8 Month:

- ▶ E-mail highlighting the Chamber’s Accomplishments

7

90 Days Before Billing

- ▶ Group 1 – Members that “Love Us”
 - ▶ Sponsors
 - ▶ 8+ year Members who paid within 30 days
- ▶ Group 2 – Solid but “unenthusiastic” Members
 - ▶ 3-7 Year Members who paid within 30 days
 - ▶ 8+ year Members who paid AFTER 30 days

8

90 Days Before Billing

- ▶ **Group 3 – Members that really “don’t care”**
 - ▶ 1-2 Year Members who paid within 30 days
 - ▶ 3-7 Year Members who paid AFTER 30 days
- ▶ **Group 4 – Members that probably won’t renew**
 - ▶ Less than 1 year Members (First Renewal)
 - ▶ 1-2 Year Members who paid AFTER 30 days

9

Group 1 Members

Members that LOVE US and FULLY ENGAGED

75 Days Before Billing

E-mail Main Contact an editable PDF Verification Form for them to fill out and send back.

60 Days Before Billing

Follow Up E-mail to Main Contact an editable PDF Verification Form for them to fill out and send back.

30 Day Before Billing

Phone Call Follow Up to those we did not receive Data Verification form from

10

Group 2 Members

Solid Members but not ENTHUSIASIC or PARTIALLY ENGAGED

75 Days Before Billing

E-mail Main Contact an editable PDF Verification Form for them to fill out and send back.

60 Days Before Billing

Phone Call contact made with all members

- Invite them to attend an upcoming event
- If no response from verification email, update data

20 Days Before Billing

Brief E-mail sent out to contact that will receive invoice letting them know renewal date is coming & to expect an invoice.

11

Group 3 Members

Members that REALLY DON'T CARE or NOT REALLY ENGAGED

75 Days Before Billing

"Cold Call" drop-in visit

- Update Verification Form data
- Invite them as your guest to next Chamber event

60 Days Before Billing

Highlight Video sent out to recap what the Chamber has done over the past 12 month of their membership

45 Days Before Billing

If contact was not made in initial drop-in visit, phone call to schedule appointment

20 Days Before Billing

Brief E-mail to contact to alert them renewal date is coming & to expect an invoice

12

Group 4 Members

Members that Probably Won't Renew and Not Engaged

75 Days Before Billing

Scheduled drop-in visit to each Member

- Update Verification Form data
- Invite them as your guest to next Chamber event

60 Days Before Billing

Personalized E-mail sent based on business interests (networking, workforce, gov. affairs, etc..)

30 Days Before Billing

Highlight Video sent out to recap what the Chamber has done over the past 12 month of their membership

20 Days Before Billing

Brief E-mail to contact to alert them their renewal date is coming & to expect an invoice

13

Results

2018	Total # Billed	Total \$ Billed	Total Dropped	Amount Dropped	% of #'s Dropped	% of \$'s Dropped
January	121	\$85,055.50	8	\$3,300.00	7%	4%
February	79	\$32,572.17	20	\$8,120.00	25%	25%
March	115	\$46,629.00	30	\$12,190.00	26%	26%
	315	\$164,256.67	58	\$23,610.00	18%	14%
2019	Total # Billed	Total \$ Billed	Total Dropped	Amount Dropped	% of #'s Dropped	% of \$'s Dropped
January	114	\$91,700.00	3	\$1,275.00	3%	1%
February	57	\$29,772.00	3	\$1,000.00	5%	3%
March	103	\$44,180.75	5	\$2,100.00	5%	5%
	274	\$165,652.75	11	\$4,375.00	4%	3%

14