Member Engagement and Retention

Introduction

Having an engaged membership leads to higher retention. High engagement, in turn, drives member achievement, which leads to club growth. The purpose of this session is to train you in developing strategies for retaining members and re-engaging past members.

Overview

First, you will connect what your club does well to member goals. Then, you will create a plan to re-engage past members. Finally, you will share key takeaways from your plan with the rest of the group.

In this session, facilitators discuss the following topics:

- Retaining Members
- Re-engaging Past Members

Objectives

After completing this session, you will be able to do the following:

- Develop strategies to retain members
- Develop strategies to re-engage past members

By meeting these objectives, you will address member retention and plan to re-engage past members to improve your members' experience.

Retaining Members

Breakout Room Activity: Connecting Goals to Benefits (20 minutes)

Review the member goals below, which came from the 2020 Member Goals Report conducted by World Headquarters. Choose one goal that you believe represents the most popular goal for your clubs and answer the questions on the following pages.
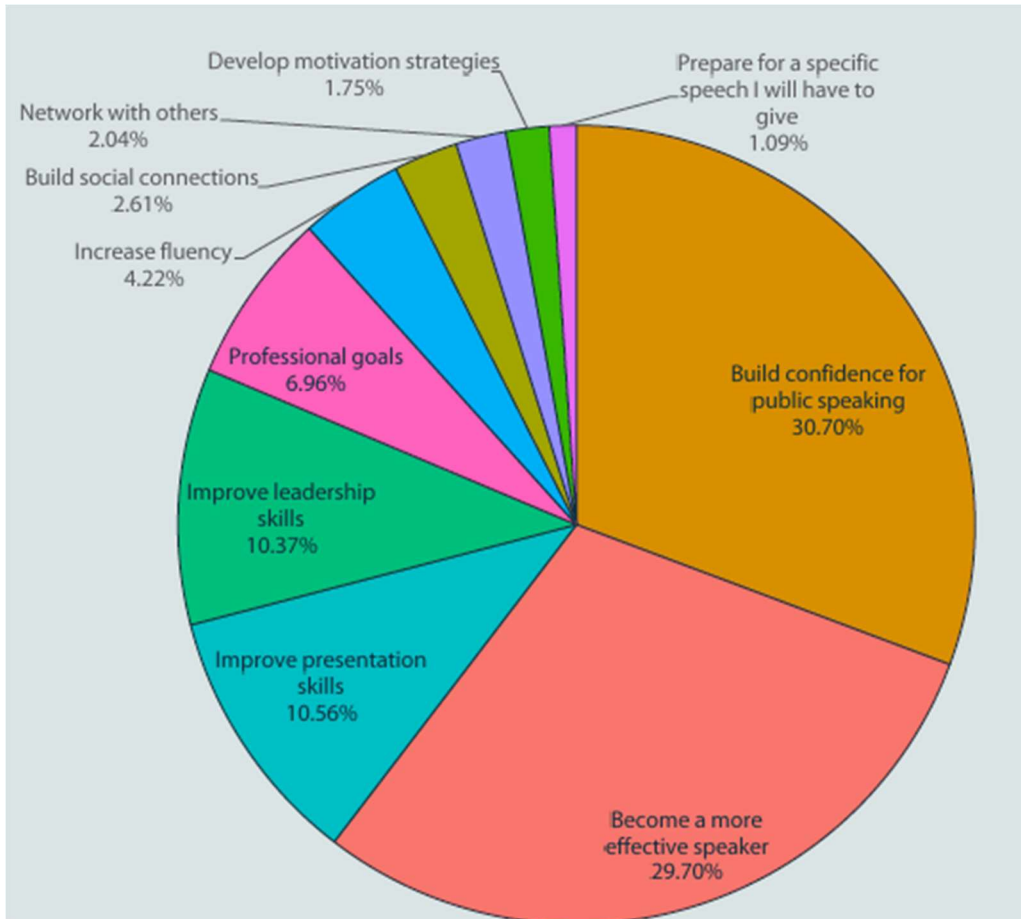
1. Selected goal:

2. What does your club do to support a member in achieving the goal?

3. How does a member know when they have achieved the goal?

4. What are the milestones on the way to achieving the goal?

5. How does your club know when a member achieves the goal?

6. How should a club recognize a member when they reach each milestone? What about when they achieve goal? What does the member do next in the club?

Resources

Club Experience

Zoom Fatigue, Be Gone!

What's the Scoop on Your Group?

Infuse Your club With Vitamin C: Creativity!

Membership retention: Is your Bucket Leaking?

Other Resources

New Member Experience Survey

New Member Orientation PPT

New Member Profile Sheet

Moments of Truth

Orienting New Members

Club Marketing Guide