

E-Book

The Ultimate Guide To Membership Management For Associations



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Introduction

Membership management is no easy feat. There's member acquisition, new member onboarding, membership engagement, membership marketing, membership renewals and retention.

Membership marketing and management is an ever more demanding role within associations. How do you keep track of your members and make data-driven decisions?

To help you out, we've put together an eBook addressing all aspects of membership management, including tips and best practices for every step of the way.

Last but not least, if you are looking for new ways to automate your membership management processes, [book a demo with us](#) and we'll give you a tour of our all-in-one association management software!

Wish you a pleasant learning,

The team at Glue Up

6 Ways Automating Membership Management Helps Your Association



Keeping membership data and information up to date can be difficult, especially as your association grows and changes. As your memberships grow, there are more payments, renewals, and exit dates to keep track of. Investing in automating your association's memberships is important to your association since it can help you manage your memberships in a quick and simple way.

It also saves time and money, which can be put towards other important tasks within your association. Automating memberships can help you compete in an ever-changing and competitive market. Here are a few ways how it can do so:

Improve Customer Retention

Customer retention is important for any business but can often be overlooked when marketing to new consumers.

While customer acquisition is important, customer retention can prove to be even more valuable. According to [Bain & Company](#) research, profits increase from 25% to 95% if customer retention rates increase by a mere 5%.

It is also estimated that **80% of a company's revenue will come from 20% of its existing customers**. It is important to remember that your association can only have so many members. It's important to foster a good relationship with those you already have.

With these statistics in mind, it is easy to see why customer retention is important for your business. And as more companies and associations focus on customer acquisition, it is important for you to do the same in order to remain competitive in your market.

Automating your membership profiles can help you with customer retention. Exit and renewal dates can be difficult to keep track of: both for your consumer and for your association.

The automation of reminder emails makes it easier to remind current members of renewal dates, which makes it easier to retain them as a customer. This saves you and your team time and energy that can be allotted elsewhere.

See the process in motion in the video below. □

Enhance Membership Engagement

Keeping your members engaged can be difficult. Although this is true, membership engagement and customer retention go hand in hand. If your members feel that they are not benefitting from what your association has to offer, they're more likely to leave. You actually may have lots to offer but how you present that information matters.

It's not practical to expect your association's members to check your websites for new events or workshops, especially with their busy schedules.

Engaged members are also expected to be more profitable. According to a [Gallup](#) study, fully engaged members represent an average 23% *premium* in terms of share of wallet, profitability, revenue, and relationship growth compared with the average customer.

Instead of having your members come to you, you should come to them. Investing in an automated system that emails members and alerts them of the events you are hosting can increase engagement. It makes it easier for them to see your content and for you to get their attention.

Not to mention the time you saved by automating rather than sending those emails by hand! For more tips on how to improve membership engagement, check out our post, [6 Ways to Boost Your Association's Membership Engagement](#).

Show Your Commitment To Your Members

Although being able to reach out to your members is important, just simply doing so is not enough. With the average office worker receiving around 90 emails a day, you need to be able to stick out and communicate your message to your members.

With your members receiving this number of emails, you want to be able to show your association's dedication to your individual members. You can do this through email personalization.

According to [one study](#), in 2016 the open rate for emails with personalized messages was about 19% while emails without personalization were only about **13%**. With this in mind, it's clear that you cannot rely on generic emails to grab your members' attention.

The personalization of emails can make a world of difference when it comes to your campaigns. It can lead to better engagement and retention of members. While personalizing emails may seem

difficult and daunting, much-automated membership software is capable of helping you with this task as well!

You can access different templates that make your emails look unique and professional. Automated membership profiles often come with the ability to start emails with member's names, making your communications even more personal.

Reduce Costs

Running an association can be a costly endeavor. From operational costs to time itself, you have to spend something in order to run your association. Some of these costs arise in the way you handle your memberships. Do you keep paper records of your memberships?

Do you spend a lot of time updating membership data? The time and resources spent on accomplishing these things can be put into other tasks. Cutting down on this time can help you focus on other work that can help your association grow.

Membership automation saves you time and money by putting all your membership-related activities in one platform. Members' information can be updated system-wide with a few clicks, you can create marketing emails to alert members of events and much more on one system.

An automated system would put an end to window-hopping for information. You and your team will also spend less time generating renewal emails that can be sent out automatically with an automated system.

Conduct Analysis To Improve Your Association

Sometimes it can feel like your association or business is stuck in a rut. You may be having trouble planning your next move. Even if your association is doing well, it doesn't hurt to examine the ways in which you can improve and plan ahead accordingly for the future.

This can be done by conducting an analysis of your members and what they want out of you as a company. One [McKinsey](#) study states that intensive users of customer analytics are 23 times more likely to clearly outperform their competitors in terms of new-customer acquisition than non-intensive users, and nine times more likely to surpass them in customer loyalty.

With this in mind, automatization of your association membership can provide you with an analysis of what works for your customers and what doesn't. Who contributes the most profit overtime and who doesn't? What grabs your members' interest? What events do they like and can you duplicate that in the future?

These are some questions that data and analytics can help you answer. These answers can improve your associations' membership retention and engagement. On top of this, you can discover what strategies are giving you problems and correct them accordingly, increasing members' satisfaction in your association.

Overall Convenient For Both Customer And Employee

Time is of the essence of whether you are a growing or starting company. Customers want to be able to navigate through your platform with ease and speed. The last thing customers want to receive is pesky email or phone calls asking if their information is up to date.

They want to be able to update their information within a click of a button whenever the time comes. Whether it is updating the type of membership they want or changing their payment plans, customers want to be able to focus that time and effort onto more important tasks. Today, it's all about [the customer experience](#).

With CRM software, customers can have their questions answered faster and receive information tailored to them.

By adopting the right technology not only will it free up your teams from process-heavy tasks but allows for more time to connect with customers. “Fifty-two percent of high-performing salespeople identified themselves as power users who take full advantage of their companies’ CRM technology”, (HARVARD BUSINESS REVIEW).

Automation across sales, service, and marketing will free your employees so they can spend more time talking to prospective customers and strengthening relationships with existing ones, helping your business to continue moving forward.

With platforms such as CRM employees will no longer have to personally hunt for contact information or manually enter data into all their systems. Employees can also utilize CRM platforms to respond to customer inquiries faster by using [ready-made email templates](#).

With pre-made templates, employees no longer have to worry about sending out the same response to frequently asked questions. Employees will be able to use that gained time to sell smarter and faster. Overall customer data and sharing it between departments will enable your employees to work as a team and optimize the customer experience.

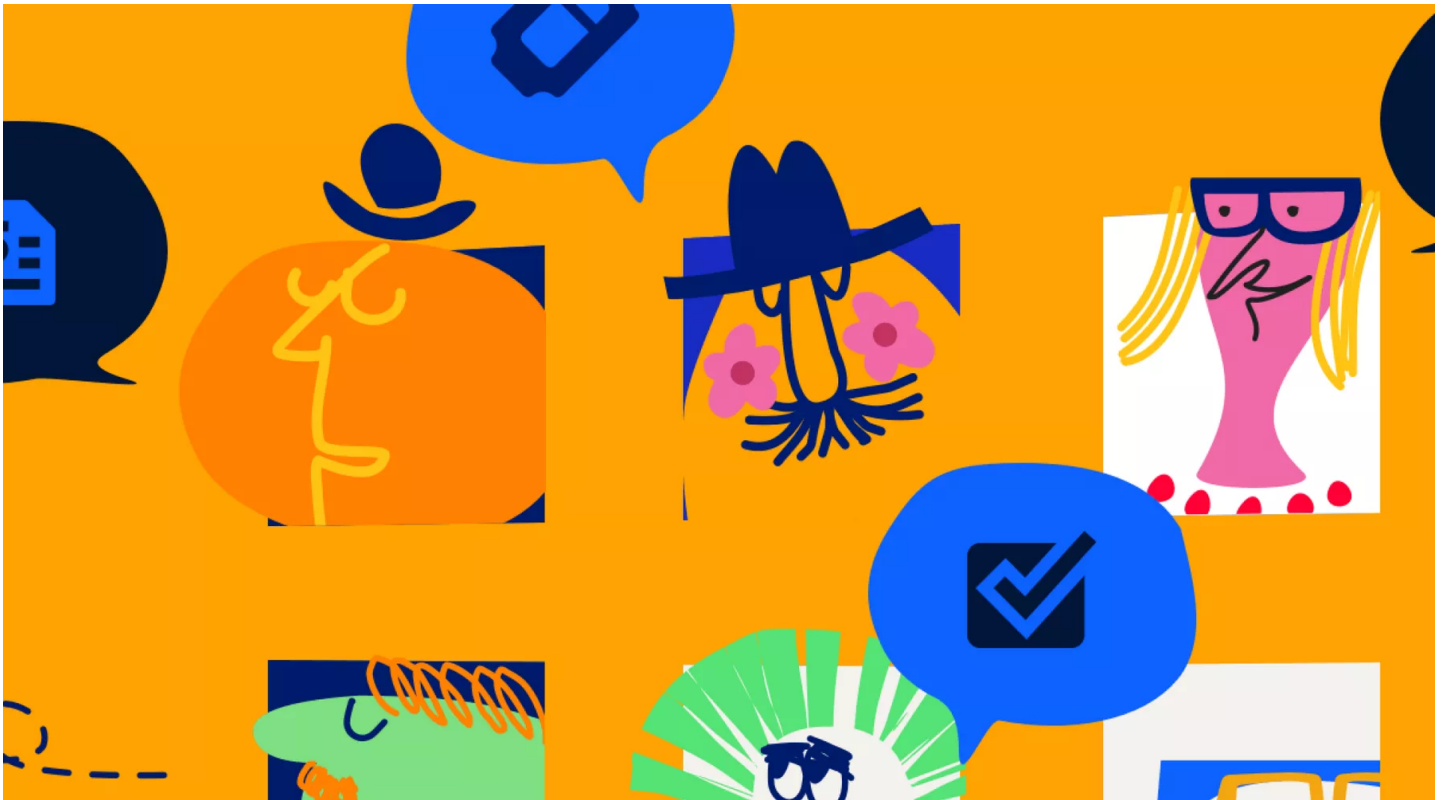
Now On To You

The modern association exists in a world that has access to ever-changing and improving technologies. Why not use them to your advantage? Automating your memberships can lead to so many benefits for your association as a whole. First and foremost, automation can help you with the task of keeping members happy and satisfied.

It provides a firsthand look into what your members want, what catches their attention, and how you can improve to suit their interests. Not to mention how you can reduce costs when you switch to an all-encompassing system. With these things in mind, consider automating your memberships! You never know how your association may grow.

Interested in automating your membership management? [Book a demo](#) today to learn more about EventBank's automated membership management platform.

6 Ways To Boost Your Association's Membership Engagement



Boosting membership engagement continues to be a vital aspect when it comes to wanting to retain your organization's members. Your team works endlessly to begin and build a strong relationship between you and your members, you don't want to see those members leave due to lack of membership engagement.

As we discussed in [8 Membership Retention Strategies](#), membership engagement and membership retention go hand in hand. When your organization has a member that feels a personal connection to the company due to the high membership engagement, they are more likely to renew their membership in the future. But how are you supposed to raise membership engagement for your organization? Here we will talk about six essential ways that are sure to boost your engagement and have your members always wanting to renew their contract!

1. Membership Challenges and Rewards

We've all been there, completing a certain task for a program that we belong to in order to win something with little to no monetary value just to say we achieved a set goal. Although a minimal expense and effort from the organization, challenges that come with rewards can mean a lot for the individual member and positively affect their overall outlook on how they are treated by the organization.

[John Lincoln Marketing](#) has a great article with 26 simple and cost-saving contest ideas to boost social engagement with your own organization! Our personal favorite would be giving out prizes for people that either like/follow your page. This not only gets your personal followers excited, but it also draws increased awareness of your social media page with the level of engagement taken upon your posts. Prizes for this can be super simple, like a \$25 gift card to Target!

Although contests are usually more exciting for either the winners or participants, they can also serve as publicity for your organization when it comes to brand awareness and reeling in new members. According to HubSpot's [5+ Stats to Know Before Running Your Next Social Media Contest](#):

- **An average of 34% of new members are acquired through a contest campaign**
- **1/3 of the entrants that participate, agree to receive information from the organization and their partners**

Not only are you boosting your current members' engagement in the organization by having them participate in these contests, but you are also actively engaging those who may not have been a part of your organization beforehand.

2. Consistent Contact for Membership Engagement

Your organization should be treating membership engagement as an ongoing activity so members are able to engage 24/7. [There needs to be a consistent effort from the organization](#) to be reaching

out to their individual members in order to actively boost membership engagement.

To do this, first, begin selecting your communication channels. All of your communication should not be coming from a single source. It should be coming from multiple platforms such as; email, social media posts, website updates online, and even physical mail.

Make sure and measure success with regular analytics on what communication platforms are being looked at the most, choose to run the majority of the information through that channel.

3. Membership Management Software

Boosting membership engagement is all about building relationships and encouraging action in your company. This begins with a seamless event management program that will have all your events running with ease.

Glue Up can automatically help you create an attractive event page

[Glue Up](#) offers all of these event management functions and more, within a single platform. With full customer relationship management (CRM) capabilities making it easy to invite or upload lists of people you would like to have at your event, it makes planning events much easier. Not only that but you will be able to manage all of your organization's finances and ticketing of the event from the same platform. The easy generation of event pages using your own content combines professionalism with ease and is user-friendly.

Not convinced? Have a look at our [Event Management Software for Business: Your 8 Best Options](#) article to find your perfect fit!

4. Enable Push Notifications

With the digital age continuing to expand, we are in a world where there is almost [always an app for everything](#). And if there isn't an app, there is most likely someone in the world developing an

app at this very moment. Not only are apps popular, but they are becoming essential for organizations wanting to create engagement with their audience. With U.S. users spending up to five hours on their [smartphone](#), and 89% of that coming from apps, this creates the perfect opportunity for organizations to conveniently access their users at all times.

Whether they be a member of the specific organization or not, people look to their phone for everything nowadays. And when they are not looking at their phone, your organization should have an app that allows for convenient access to the information you are trying to convey.

By making a mobile app for your organization, this will not only create active membership engagement but it is necessary for the organization to grow. Check out this [GuideBook](#) article for a list of some of the top features that will make your organizations app more successful!

5. Active Communities Create the Highest Membership Engagement

As an organization, it is beneficial for both parties to communicate with the members and vice-versa. But, it is even more important that the members of the organization are given the opportunity to communicate with one another. They joined because of the values they share with each other and the overarching sense of belonging they wish to be a part of. You as an organization can help quicken this bond by having both an [active local and online community!](#)

For local groups, this is generally done by having regular in-person meetings. But, when it comes to national or international organizations with members from all around the world, it can get kind of hard. The majority of the communication process will be through forums by encouraging membership engagement and participating in shared content. But, when you do have an annual convention, make sure your event runs smoothly using our [Event Management Program](#). This will have all of your small and large scale events running with ease using our; event website builder, invitations, onsite check-in/badge printing, mobile app assistance, and registration and payment information. All within a singular platform.

6. Membership Engagement Surveys

Of course the best way for members to get more engaged in an organization is if current members are asked what it will take for them to be more engaged within the organization. If these current members are surveyed, it will be easier to focus on the issues that impact their current engagement with the organization.

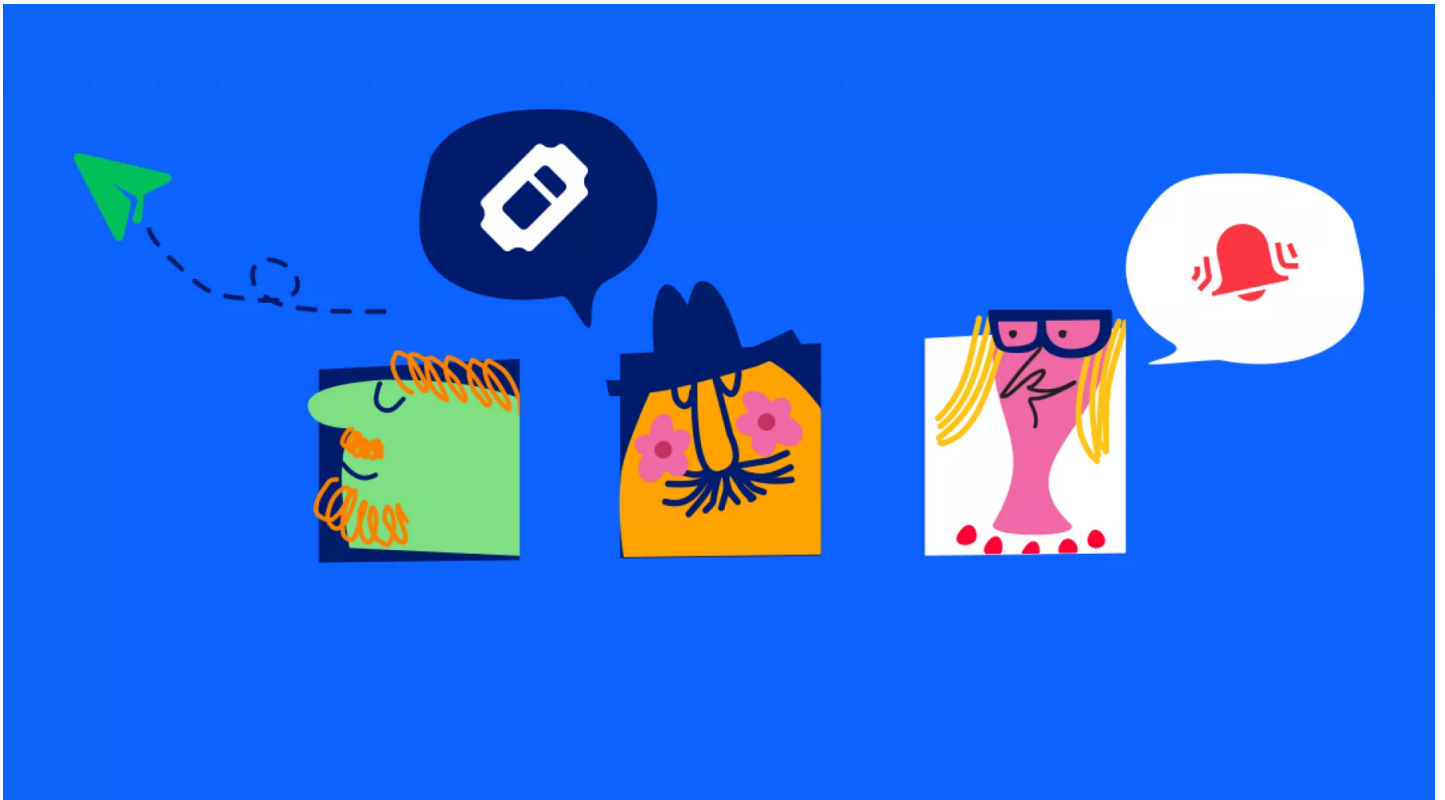
For this reason, we recommend frequent membership engagement surveys to improve the results of your organization. Follow up on you members' suggestions in order to continue the credibility of your work.

By using these 6 strategies to boost membership engagement, you will continue to put focus on your organization's involvement and investment into your member's wellbeing. By demonstrating that your organization genuinely cares about its members, your members will feel cared about and better involved with the community they signed up for.

Not only will these strategies boost membership engagement but, they will boost membership retention with the heightened quality in membership care!

Interested in taking your engagement digital? [Book a demo](#) today and we'll show you how Glue Up's membership engagement platform works.

10 Ways To Improve Your Association's Membership Experience



Looking to improve membership experience within your association? The hardest part of growing an association is gaining member sign-ups. This means if you manage to attract a new member then both time and effort should also be put into keeping this member.

In 2017 12% of Associations saw a decrease in subscriptions whilst 19% saw a decrease in renewals according to [Growthzone's 2018 annual survey](#). Don't want to become part of the statistic? Unhappy with your current association membership renewal rate? it's time to look at ways to improve your association's membership experience.

Here's 10 tips to improve your association's membership experience and improve your membership renewal rates.

Create a Membership Experience Journey Map

Create a member journey map this will allow you to take a walk in your member's shoes. It is a way to visualize your member's needs, emotions and expectations of your association. This will create a great base to begin improving your membership experience. This mapping process is made up of 4 main goals which are:

Insights

You can gain an idea of your member's needs and wants from the association. Think about what is it that made them sign up in the first place?

Issues and opportunities

Discover what issues your members currently have, what is it that is stopping them from having a better experience? you can then directly address this and improve the experience.

Innovation

Come up with new and unique ideas and experiences to resolve your member's issues.

Impact

This is the results the changes had on your association, how they have benefited your members and how they have created a positive business impact?

Reaching Out to Your Members

Try reaching out to your association members when they first join the membership. When you reach out, tell them about all the different features and benefits which your membership offers. This is a way to decrease drop out rates. This is because a large reason people do not renew their association memberships is that they do not know how to fully use the benefits.

Begin by reaching out to members in the first 24 hours that they join the organization, you are able to do this in the format of a mass email. After the mass email tries using more personal

communications when reaching out to members. Online communities, phone calls, emails, and letters are all different ways to contact your association members.

Build or Improve Your Technology Plan

Using technology correctly is a way to create a ‘seamless’ user experience. Overall this leads to an increase in user satisfaction. However, putting this plan in place requires detailed planning. Think about the following:

Why are you doing it?

Is it to create another element to the membership? create more user engagement?

What will you need to do to deliver the user experience?

This is the features which you will put together in the technology strategy for a particular outcome.

How you are going to tell if the plan was successful?

This depends on your key objectives, for example, you may want to increase your membership renewals by 20% throughout the year.

What is the timeline?

If you set yourself a deadline to achieve your goals the success of your technology plan will be easier to measure.

Who will be creating and maintaining the plan?

This could be one person who is solely responsible or a group of your association team working together on the plan.

Include Webinars in Your Association Experience Benefits

Webinars are a great way to engage association members with your organization along with being a great way to increase organizational learning.

When hosting a webinar it is important to ensure that it fits the context. Get thinking about what insights your members joined the association for. Next, pick a topic which is likely to cover the majority of these insights. In addition to educating members, webinars can also help boost the association's community as webinars allow members to interact with each other by opening an online discussion and asking questions.

Try out sites like [Any Meeting](#) and [GoToWebinar](#) to host your webinars through.

Include Experiences in Your Association Membership

According to [EventMarketer's brand survey](#) 67% of marketers believe that experiential marketing is a good strategy. This means even though career tools are beneficial it is possible to substitute some of these tools for experiences. Experiences can develop learning further than nonexperience learning. Experiences also remain in the memory longer, therefore, they can create better value benefit for your association members.

By creating career experiences you are forming an additional supplement to the career tools already offered by your association.

Strengthen Your Association's Communication

Line, members can use this as an online platform to message, voice and video call each other. Line can also be used to send messages directly to the association to answer any questions and engage with comments members may have.

This extra element of communication will enhance membership experience within the association.

Integrate Personalization in Your Membership Engagement

A way to interact in a more in-depth manner with your association members is by sending out personalized content which is relevant to them. This could include recommended courses, events and job opportunities where relevance can be included through data capture.

On top of this when communicating to members try not to send out mass communications, instead, try to add a personal feel. For example, this can be done through adding members names to messages or sending out event communications such as happy birthday messages and rewards.

This also is true for email campaigns. Using [emails campaigns in combination with a CRM](#), you're able to personalize each email using tags that personalize each email to the name, company, time zone, country, and more so that each recipient feels they've been sent something that's hand-crafted, but in reality is just a single copy that you drafted.

Team Up with Partners

Two parties can create a partnership deal where members receive discounts from each other if signed up to the other party. This creates benefits both for the members by offering them additional benefits from their membership. But also for the association as a whole. The partnership will create a form of additional advertising thereby driving more potential members to your association.

Pay Attention to Your Members' Emotions

Every time a new member joins your association they have emotions behind the action. This remains the case whether they have joined for self-development or through work. For example, is the new member happy and optimistic about their new membership and the value they will receive? Or is the new joiner apprehensive around what they will gain from the membership and if their time and money are worth it?

As there is a chance the new member is feeling the latter this is something that associations have to address. Try doing this through different methods like a smooth and informative onboarding

process, a frequent stream of communications and by making sure the member has found value in the initial communications offered.

If you find members are still experiencing pain points the association must find the root cause and address the issues. If the pain points can be solved members will remain happy with their membership. This means they will continue to be part of the association. For example, a member may be worrying that the materials sent are irrelevant. In this circumstance, you can send them more personalized communications tailored to their interests.

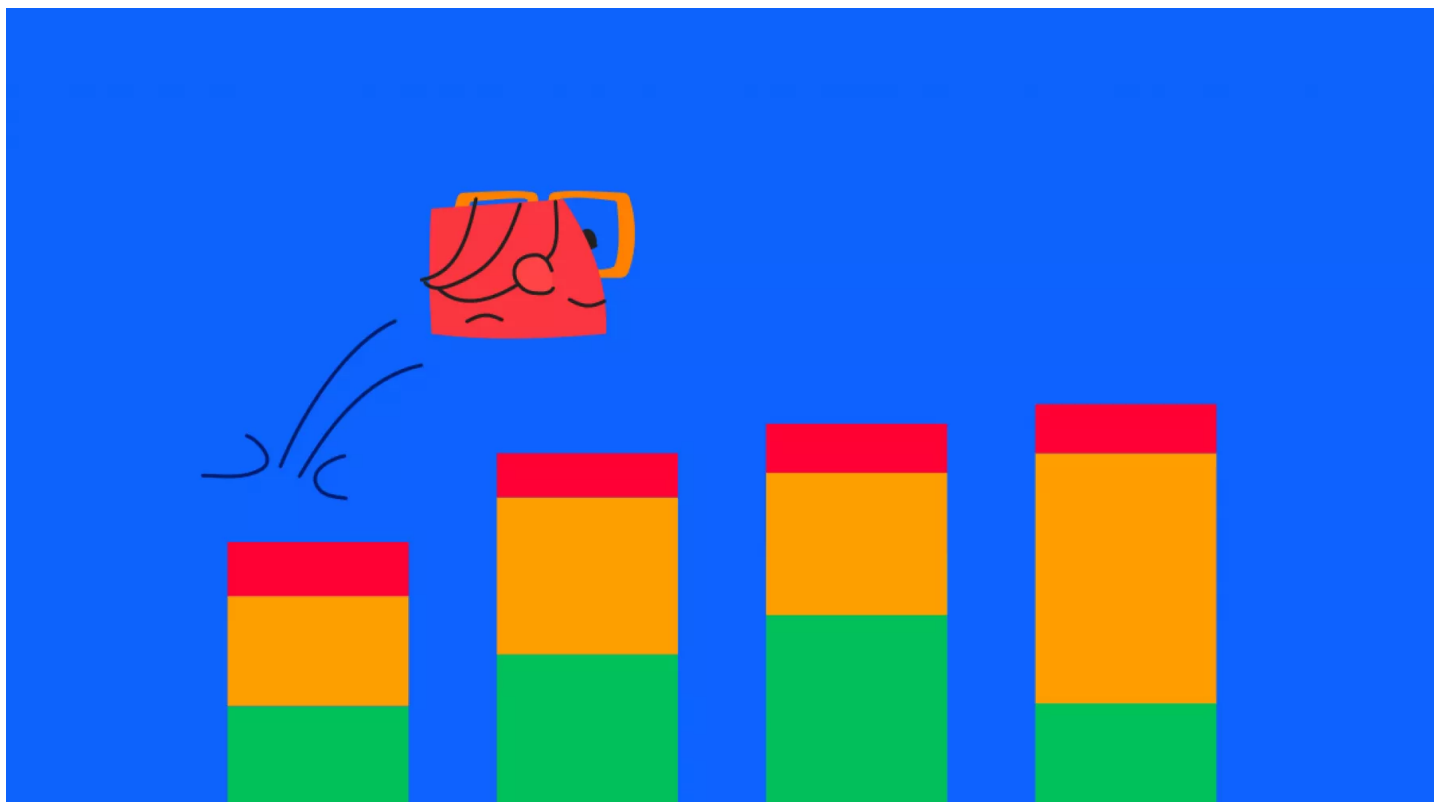
Discover Why Your Members Joined (and double up on it)

Everyone in your association joined for a reason. Was it because they had a problem they believed the association would solve? to gain more education on the membership topic? or to gain a certification? Find out what their reason is. Once you know this you can keep addressing that reason with personalized communications, therefore, ensuring the member gains full potential from your association. If they feel the association is adding benefits to their lives they are sure to renew their membership.

In practice, by using some of the strategies above to improve membership experience it is possible to put your association in a much stronger position for membership renewal. It is important to keep both the organization's purpose and members interests at heart. By combining these you can create a foolproof system for top association membership experience.

Interested in learning more about leveraging digital tools to improve your member's experience? **Book a Demo** today and we'll show you how the Glue Up platform automates, personalizes, and eases the day-to-day engagement points for any given member.

5-Step Guide To Member Journey Mapping For Associations



As an association, you obviously want high levels of recruitment, engagement, and retention, but reaching these goals isn't always easy. For one, your members' **needs and expectations are constantly changing and shifting**. Moreover, each of your members has probably joined your association for different reasons and with different goals in mind.

So, how do you tailor each member's experience so it's the most rewarding for them? And encourages them to continue renewing their membership? It all boils down to one thing: understanding your members. And the best way to do this? Member journey mapping.

Member journey mapping is an effective way of seeing your members' experience from their point of view. Member Journey maps are an outline of each step of the member experience. It should

start from their first interaction and subsequent engagement all the way through to, hopefully, a lifelong relationship.

First Interactions

The first few months of membership with your organization will leave a lasting impression on your members, be it good or bad. Therefore, it's vital that their first experiences with your association are remembered for the right reasons. Never forget, first impressions matter, and you never get a second chance to make a good first impression.

Registration

The first step of member journey mapping is to map out the sign-up process and consider how it could be improved. First, is it easy to find the registration form on your website? Second, is the sign-up process simple and quick to fill out? In this day and age, people are accustomed to being able to do anything and find anything almost instantaneously. If the sign-up process is too time-consuming, potential members may give up on registering.

So, when mapping out the registration process, make sure there are clear links to your registration form and make the form itself as concise as possible, while still collecting all the necessary information.

Onboarding Process

Next, you'll need to map out the onboarding process. Consider, is it clear and concise for each member? And does it present them with information that will help them to settle in and know what to expect?

We'd recommend welcoming a new member with a specially curated onboarding packet. This should include information on how to access the member portal, join a committee, access important documents, and register for an event. Also, if possible, you could ask longtime members

to link up with new members. They can share their own experiences as well as answer any questions the new member has.

First 90 Days

The first 90 days of membership is a critical period for making a good impression with a new member. So, I can't stress enough how important it is for you to map out this period. Within these 90 days, your aims are to educate new members about your association, to find out why they joined, and to engage them so they feel like they belong.

When educating your members about your association, you want to make sure they understand the benefits you offer and how to start taking advantage.

Understanding why a new member joined is vital to tailor the experience for them. For example, if a new member joined with the aim of making professional connections, then you'll want to keep them informed of upcoming networking events.

Finally, once your members are educated about your association and you know why they joined, you'll know how to engage them.

Member Profiling

Understanding different member profiles ideal to your association is essential when member journey planning. Each member profile likely has different needs and expectations of their membership to your association, so it's important you fulfill each individual's requirements of you.

Member Personas

Member Personas are semi-fictional representations of your ideal members based on market research and real data about existing members. They represent the goals, challenges, and pain points of different member types. But what is their role in member journey mapping? By understanding when a member will need certain benefits over others, you can better message the

value you provide to them. This tangible value will encourage your members to renew their memberships every year.

While there are many ways to profile members, a consistently helpful way to look at them is based on where they are in their careers. For example, a member early in their career might need your association to network and learn more about the industry. Whereas, a member later in their career may need your help to keep up with new trends and best practices.

Data

While you definitely want to talk to your members to create your member personas, you also want to pay attention to what your members are actually doing. Based on the events they attend, workshops they sign up for, and committees they join, you can see where different members engage most with your association. This will help you to map a member's journey as well as construct member personas.

Member Paths

As you develop member profiles, you should include questions that will help you gain a better understanding of how they found you and how they prefer to interact with you. Using this information to create member paths is an important part of member journey mapping.

Although younger members may be happy to receive all communication digitally, older members may wish to receive information through more traditional channels, such as a renewal notification in the mail. Understanding these different preferences is an opportunity to ensure the best conversion rate on both new member sign-ups and renewals.

Below are two sample paths. In each case, a known group is being targeted with the information most relevant to them in the medium they are most likely to consume it.

New Young Member

Initially becomes interested in your association because of an article posted on social media. They then come to your website to learn more about your association, which encourages them to sign-up via the online registration form. After signing up, they are emailed a package outlining all the **relevant** benefits they can now access and how. They follow the tracked links in the email to find out more.

Existing Older Member

When the time for renewal comes around, they receive a renewal notice in the mail, with a self-addressed stamped envelope. The renewal notice comes as part of a renewal package that mentions upcoming events, recent industry data, and other information **relevant** to the profile of an older member.

Member Nurture

Once you have acquired new members, you now wanted to focus on retention and renewals. Renewals are the lifeblood of any organization because they provide an ongoing revenue stream. Moreover, the renewal rate is also a useful indicator of how satisfied your members are with your association. Therefore, an essential part of member journey mapping is the journey your existing members are experiencing.

Contact

Planning your communications with members, both new and old, is vital. Every contact between your association and your members should meet, if not exceed, their expectations. Moreover, these communications should adapt as your members' expectations and needs change. Every letter or email you send should possess information that is valuable to that individual member.

Engagement

Engagement with your longstanding members is an important part of member journey mapping. It is far easier to engage with and map the journeys of your longstanding members. Not only do you know their member persona and member path, you have also had time to collect their personal data. You now know what events they like to attend, what workshops they sign-up for, and the

committees they have joined. Moreover, you can see their engagement over time, its peaks and troughs, and therefore understand what encourages their renewals and engagement. So, use this information to create a unique experience and journey that will keep them renewing.

Member Personalization

In a study by Accenture, [56% of consumers](#) admitted to being more inclined to patronize a retailer if it offered a personalized experience. The same logic applies to association memberships. Personalization allows you to offer each of your members a unique and tailor-made experience that will encourage them to renew.

Member personalization is more exact than member profiling: instead of grouping similar members under one persona, personalization focuses on each individual member. However, due to this, it requires the collection of data from each individual, and is, therefore, more suited to longstanding members of your association.

Surveys

One of the best ways to collect data about your members is through the use of surveys. You can choose to do a simple free online survey, or you can get more detailed with a Personalized URL (PURL) campaign. The advantage of a PURL campaign is that you can personalize the questions based on the member's answers.

Surveys are a good way of collecting data from new members as well as longstanding members. I'd recommend asking new members to fill out a survey 90 days into their membership to learn more about them individually and collect their data so as to start personalizing their experience.

Data

Collected member data is another key source to aid in personalization. Knowing where they engage the most with your association can help you to personalize their membership experience. With the use of data capture, you can send out personalized content relevant to them. This could include recommended courses, events, and job opportunities.

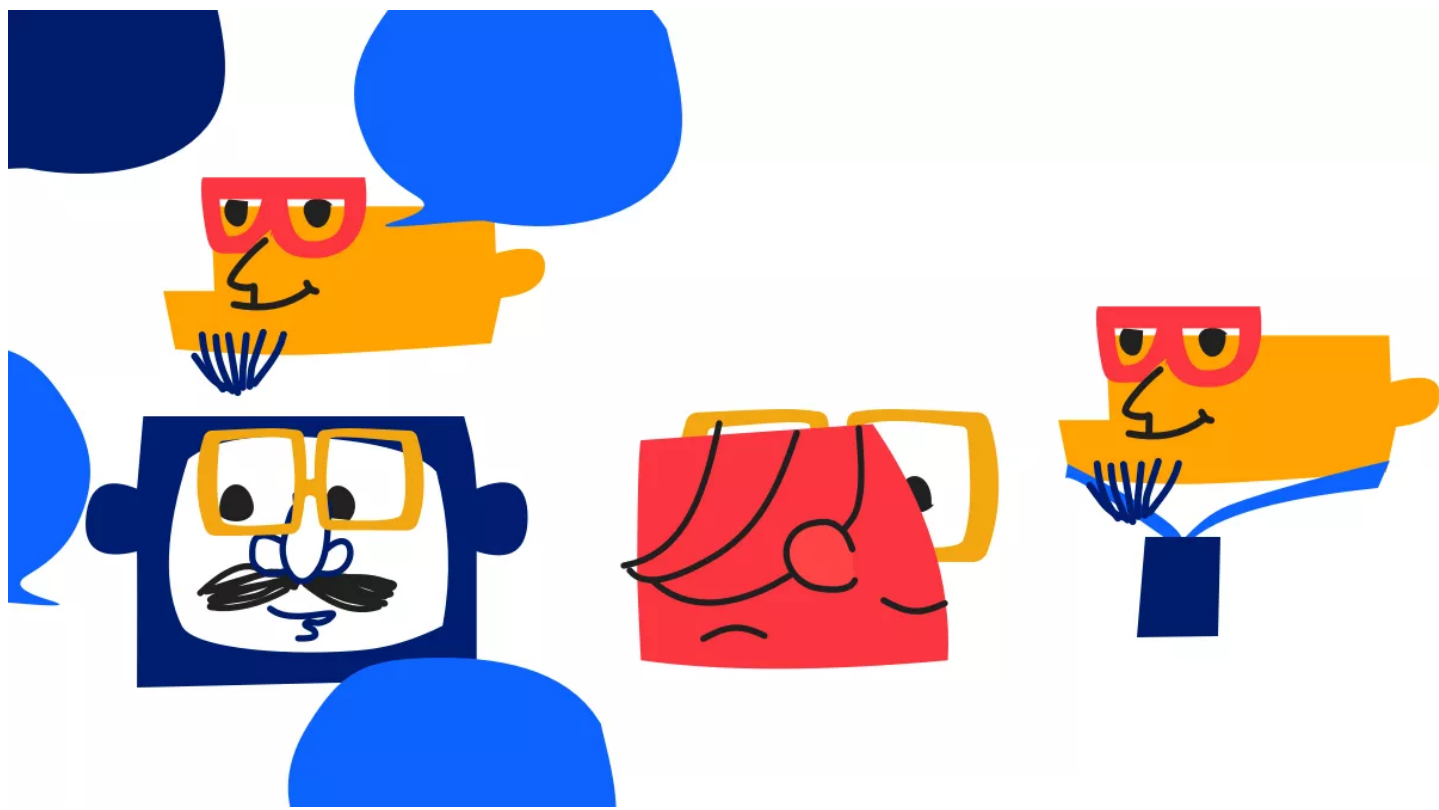
On top of this when communicating with members, instead of sending out mass communications, add a personal feel. This could be as simple as adding members' names to messages or sending out a birthday message.

Back to you

Now, you may be thinking that all of your members are so different, it's impossible to create one journey map for them all, and I completely agree. So, you'll probably want to create several member journey maps that represent your different member personas. Not all members are the same, and you want your member journey map to be as accurate as possible.

Our final piece of advice is to always keep in mind why you are member journey mapping: it's all about engaging your members at the right time through the right medium so that they want to renew. For more tips on how to engage your members and ensure that they renew, check out our post, [10 Ways To Improve Your Association's Membership Experience](#).

8 Membership Benefits Ideas For Your Association



You've done the hard part— you've got people to sign up to be members of your association. So now what? How do you make sure that your members are satisfied with your association and renew their membership when the next year comes around? We've done the research and found 8 membership benefits ideas that your association should be using to keep your members engaged and wanting more!

Member-Only Communication

To make sure that your members are getting the most out of your association, create ways to increase communication within your association. Members will enjoy the benefits of being able to connect and communicate with their fellow members. This membership benefits idea will allow your members to further grow their network and develop even more as professionals.

For example, a useful application that your association should take advantage of is [GroupAhead](#). This app is customizable to your specific association as it allows you to choose the actual app icon,

add your own custom links, and import your events to the apps calendar. Specific to communication though, this app only allows your members to join, so they can easily communicate through messages with one another. Any member can also post pictures to the associations platform for everyone on the app to view, like, and comment on.

Glue Up. This app can also be helpful in encouraging community members to communicate and make connections. This type of technology would be great for your association because it would allow constant communication between your members that would make them want to renew their membership as they have forged meaningful connections with other members.

Strengthening communication between your association and your members is also extremely important. If a member has any questions or concerns about your association or their membership, it would be helpful to have a place where they can reach out and get their questions answered.

Career Opportunities

Career Development Tools Offering a variety of career development tools is a great membership benefits idea that your association should be using. It is easy to offer a few tools to your members, but making sure that there is a variety of these tools and experiences will keep your members coming back.

One career development tool that your members would love is some type of resume service. A resume service could be an online bank of templates that guide your members and allow them to create very professional looking resumes. It could also be a resume workshop where members can attend and learn how to build them a great resume while meeting and networking with fellow members. Some associations offer online resume workshops that are free to their members.

For example, [The American Camp Association](#) offers hundreds of online course to their members, one of which is a resume writing and interview skills workshop.

Another career development tool that your members would love is a members-only job board software. This software would bring together major employers and show job postings for members to view and apply for. Members would be allowed the opportunity to see these new job posts and even narrow their searches to their location or job title.

It is important to remember that career development tools should also include events that will encourage members to learn more but also network with other professionals.

One example of an event that your association could put on is a career advancement speaker series. Many of your members could come and learn more about specific topics that all have to do with career advancement and network at the same time. Being that in-person events do connect to sales, your members would appreciate opportunities to meet and talk amongst each other.

Useful Webinars

Although it is a great membership benefit to have in-person events, with the busy world that we live in, it is not always realistic to do everything in person. A great membership benefits idea for your members that cannot always come to events in person is introducing a webinar.

Webinars are great for providing information and replacing an in-person meeting. The key to creating a quality webinar is first picking a relevant topic to cover. Your members will want to tune in to something that they find interesting or that gives a new perspective that they do not know much about.

For example, the [American Chamber of Commerce China](#) is offering a webinar to its members only on May 15, 2019, on the topic of Export Compliance Working Group Meeting with Kevin Kurland. This webinar is only available to AmCham members and has both a relevant topic and an interesting speaker.

Once you have decided on a topic, it is important to make sure that after the actual speech or seminar, you leave time for questions. Oftentimes your members will relate what they have learned in the webinar to their business or line of work, and they will have questions that can help them personally.

If your members feel like they are learning something and getting questions answered that can help their business, they will feel your service is valuable.

Affinity Programs

An affinity program is when your association teams up with another business or association to allow for mutual benefits. Affinity programs can be a great membership benefits idea because your association will be providing discounts and new opportunities to members through the other business that you team up with.

Together with your partnered business, your association can create benefits that you think your members will enjoy using. When your members get discounts from other businesses, this will improve their overall experience with your association.

For example, the [Association of Chamber of Commerce Executives](#) (ACCE) has multiple affinity programs including a partnership with Aventura World, an international travel planning program. Members of ACCE will get discounts and benefits from Aventura World because of ACCE's partnership with Aventura World. For members, this affinity program could be extremely beneficial and make their experience with ACCE very positive.

Engaging Content

One of the most important membership benefits is actually one of the most simple ones: frequently release engaging content to your members. If your association is not engaging with your members,

they will easily get bored and potentially not renew their subscription the next year. To make sure that your members do not get bored, create varied, engaging content, and put this content out OFTEN.

First, make sure that your association is creating content that can be released in different forms on different platforms. If your association is only creating email newsletters, your members may feel uninterested after a while. There are so many different platforms to release engaging content, and your association should be utilizing them.

Besides newsletters, a few membership benefits ideas could include releasing content via blog posts, webinars, free guides, and even ebooks. By varying the platform on which your content is presented, you will always keep your members on their toes.

Next, and most importantly, make sure your content is engaging. If you are releasing content on different platforms but none of your members want to read it, your content is extremely unsuccessful. To ensure that you are creating content that your members will want to read, think about your audience. On a basic level, think about your members and what that they will be interested in.

You can also get a better idea about what your members want by actually asking them what they would want to learn about. If you involve your members in the content creation process by asking them for ideas, they will be more interested in reading your future content. With this in mind, one way to create engaging content is by including interactive aspects in the content you produce. For example, your association could create a quiz for your members to take and give them the results just after they have taken it.

Lastly, your association should make sure that you are releasing content often. To make sure that you don't lose your members, frequency is key. As much as it is good to keep your members on

their toes in terms of what platform you will be releasing information on, they should also feel like there is a consistency in terms of when information is given. There should not be month long gaps in between sending or posting content.

Ultimately, your members want to feel like they are receiving membership benefits that are significant to them. By creating engaging, interactive content and releasing it often, your members will feel heard and important.

Member Discounts

Just as it is crucial to vary your associations content, it is also imperative to have variation in the discounts that your association offers. Instead of doing the same discount for an event, try to find fun ways to give members quality discounts.

One membership benefits idea that would help your association would be changing up the products that you have discounts on. Maybe your association could find a monthly product or service to offer a discount on. With this, your members will feel they are getting more from their membership.

Another creative membership discount idea is implementing a discount for big anniversaries such as your associations birthday. Maybe give a discount code that has the actual date of your associations birthday or have the percentage off be a number that is related to the actual birthday.

Lastly, your association should also consider giving special discounts to members that have been with your association for a long period of time. To encourage member loyalty, these discounts could be given after 5, 10, and 20 years of being a member. This allows individual members to feel special and feel rewarded for being a part of your association.

Mentor Programs

A mentoring program is a great membership benefits idea for your association because it encourages your members to forge relationships with one another. A mentor program can be extremely effective and eventually benefits both the mentor and the mentee.

For a mentor program to work, your association should come up with some guidelines. First, your association should consider how long someone has to be a member of your association before they can be eligible to be a mentor.

Next, your association should make sure that you are pairing people up who have similar interests, industries, and maybe are geographically close to one another. The better your association pairs mentors and mentees together, the more the members will benefit from this program.

Your association could also allow your members to pick who their mentor or mentee is based on who they think will be valuable to their professional development.

Volunteer Opportunities

The final membership benefit idea that your association can use to get your members to renew their subscription is presenting unique volunteer opportunities. Your members will love the chance to be involved in supporting an important cause while gaining professional experience.

Any volunteer opportunity would allow your members to make a positive impact on a cause. Usually, when someone does something giving and generous, they will feel a sense of fulfillment from being a part of something bigger than themselves. If you as an association are able to give this feeling to your members, they will associate those good memories and feelings with your association.

Your members can also learn new skills depending on the volunteer position that they take on.

These new skills can be transferred to their resume which further benefits their professional development.

Engaging the Disengaged Member

As an association, you need your members, and you need them to be engaged. When you're thinking about finding ways to engage members that might be disengaged, consider these 8 membership benefits.

When your members feel like they are getting a plethora of benefits that they could not be getting elsewhere, they will be drawn to stay with your association.

Consider trying some of these membership benefits ideas, and see what your members think. Ask for their opinions and feedback! You may find that your members want benefits that your association can give, but had not even considered yet.

Thinking about ways to automate some of these benefits? [Book a demo](#) and see how Glue Up is automating membership benefits and digitizing membership cards.

10 Membership Survey Questions That Increase Overall Satisfaction



Membership satisfaction is one of the many factors that contribute to either the success or failure of an organization. To increase overall satisfaction and personalization of the relationship between you and your member, send out membership satisfaction questions regularly in order to give people an outlet for their opinions.

Stuck on what questions you should be asking? We got you covered, here are 10 membership survey questions that will be sure to increase your organization's overall satisfaction.

First, it is important to **get to know your members**. Even if your survey is anonymous, your organization will be able to get engaged how involved this individual is with your organization

1. How long have you been with our organization?

With all different types of membership lengths, you may not give the same survey to new members that you give long-term members. Over the years your organization has grown and developed to best fit your membership base, this question is a great way to distinguish the feedback they give from the very beginning.

2. How did you hear about us?

Asking members how they heard about your organization is a great question to ask for not only membership satisfaction but, marketing analytics to know what marketing techniques your members responded the best towards.

3. How many events do you normally attend per quarter?

Another way to get to know who is taking your survey would be to ask how many events they normally attend per quarter/year. This is an easy way to engage their engagement with your organization.

Ask members to list their least and most favorite events and why to see what you can improve when organizing your next event!

It is also important to know **current information from your members.**

4. What type of activities would you like to see more/less of?

This question is perfect to see what events your members best resonated with and what activities your organization should do more/less of.

5. Have you ever served on a board/committee with our organization?

Knowing whether or not the respondent has ever been executive involved with your organization is a good indication of how they will respond to your survey questions. It also helps to have an insider opinion on your organization and how it is going from a point of view who is actively involved with your organization.

6. How responsive have we been to your questions/concerns about our products?

This question requires your organization to make sure they are providing the highest quality of customer support, and that your members are being taken care of.

7. How likely are you to recommend our organization to a friend?

How likely are you to recommend the organization to a friend is a great indicator of how much value this individual believes your organization is providing to them and potentially other friends. If they say they would be willing to recommend one of their friends, add an additional comment section for that individual's contact information so your organization can get in touch with them!

8. How likely are you to renew your membership this upcoming year?

Gage potential retention rates for those already involved with your organization, like many of the other questions this question can easily indicate whether or not your organization is providing value to the consumer.

9. Do you currently follow us on our social media platforms?

This is a great question to quickly increase your engagement in regards to your social media profiles if they don't follow your social media, place links to all your social media pages in the survey so they can stay updated with all of your awesome events!

10. What is the most efficient way to contact you?

A great way to end your survey would be to receive their contact information and have them say what the best way to contact them would be! Maybe consider it as your first question so you don't miss out on that valuable contact info.

When it comes down to it, if your organization is not using the information that is being commented on these surveys to better your organization, it is a waste of time for both you and the individuals willing to participate in the survey. Make sure you listen to the people already involved with your organization and change the aspects that need to be changed!

Need more than just a survey to improve members' experience? [Book a demo](#) with Glue Up and we'll show you how it's possible to engage and grow your membership base all while satisfying them.

Providing Value To Members In A Post-Pandemic World



The pandemic has undoubtedly left the event industry in huge trouble. It's a wake-up call for businesses: it's the most serious shift the industry has faced and is forcing associations to rethink their business models. We may never go back to the same industry that we had before. Taking this into account, there are a couple main things that associations must do in order to move forward.

First, remember that you hold influence in your society! The trajectory of the event business is going to be largely impacted by the decisions of your local government. It's extremely important to advocate the government to support local businesses during the shutdown and as reopening begins. This could mean the difference between surviving the pandemic and shutting down.

Another thing to consider is the importance of communication with your members. Use online events to reach your audience. Ask what they need in the current situation and how your

association can help them. Get feedback on how you're doing and ask what challenges they expect to experience in the future.

Use this communication to provide content and education that offers value to them. The more you understand the needs of your members, the more you will be able to curate differentiated content.

Finally, associations must consider the effect that an online work environment is having on their employees. Without face to face interaction, it is harder to communicate with employees and maintain morale. Association leaders must communicate with their employees and help to keep them motivated.

Develop communication plans, immediately shift all efforts online, and reach out to employees individually. If your employees are not motivated and contributing towards moving forward, it could mean failure for your association.

Immediate Short-Term Strategy

This crisis is similar to those of the past, such as 9/11 or the market crash of 2008, in that the success of businesses is coming down to their resilience. However, unlike these past events, we have no definite timeline for recovery. There is no telling whether this will be a couple of months of economic downturn or many years. Thus, associations must form strategies that take this uncertainty into account.

When building a strategy, associations must react quickly. Restructure your organization as fast as possible in order to survive. Cash is extremely important - associations are already dealing with diminishing or halted cash flow, and many will run out of money if they do not make these adjustments quickly enough.

When considering new strategies, associations should also put measures in place that will allow them to rapidly adjust based on what happens in the future. Associations should also consider the

long term implications of these crises and adapt to these- for example, even once governments permit large events, how will customers react and readjust?

In addition, associations should be wary of any emotional decisions. It can be extremely difficult to quickly adjust or shift away from methods that have been used forever and been successful in the past, but innovating new solutions is the only way associations will move forward. Associations must take a step back and look from a hostile point of view. Changing times require changing strategies.

With these high levels of uncertainty, however, also come opportunities. Associations must stay aware of the changing industries and changing demands. For example, we're seeing an opening in the certification industry and online education. Formulate a business plan that takes advantage of these new opportunities. Every chamber has the opportunity to rediscover their industry amidst the crisis.

New Revenue Models

This shift online is also forcing associations to rethink their revenue models. In-person events are a large driver of revenue, especially in Asia Pacific and Latin America. Associations are facing the challenge of how to monetize their online communities.

When looking to monetize online events, associations must analyze the demand side of the business to determine where they can provide value and plan their supply chain according to that. After determining where they can provide this value, you must look for the source: how do you get the components in your event to create that value?

This could mean working with technology players and other service providers to bring complementing components to the product. Then, chambers can operationalize this product so that members will come back and be willing to pay for it.

Associations must also consider their competition: it's no longer just the local associations. The competition is now heightened to the global landscape and is not limited to other event organizers. Tech companies themselves are also competitors.

For example, for things like online certifications, associations may not be equipped to compete with the array of competitors. Therefore, you need to plan and source appropriately to be able to compete. Remember that the ability to organize events doesn't necessarily translate to the ability to organize webinars or live experience.

To combat this increased competition, associations should seek sponsorship or work alongside other industry players.

Membership Model

One trend that we are seeing amidst the coronavirus crisis is associations offering free membership. Is this something your association should be doing?

This all depends on how much of your revenue is generated from memberships. For example, associations in the United States usually generate half their revenue from membership payments, whereas chambers and associations in India generate far less from membership.

Offering free membership is a way of reaching out as an association and shows your members that you care for them. If you decide to offer it, make sure to use it your advantage and use it to grow your membership base.

If associations offer free membership without considering the financial implications for their specific associations and without utilizing it to its full advantage by generating new members, it will just burn cash. Ensure that your choice is right for your organizations and aligns with your redefined value proposition.

Online Business Model

Converting live events onto a virtual platform is obviously the easiest solution in the current climate. However, this should not be an ad hoc solution by any means: when converting their events, associations must take the time to truly analyze their online business model and connect with their members.

To develop an online business model, communication with customers is key. Through time, find regular touchpoints within the industry that you are focused on. After webinars, follow up and collect attendee feedback. Determine what real value you are offering through your online services. Once this is determined, [you can then begin to monetize](#).

Consider the changes you need to make to your content and your staff as you make this switch. From a content perspective, there are a lot of professionals who may be very experienced in live events, but unable to convert this experience online. How can your association help and educate them to become outstanding virtual facilitators and speakers?

In terms of staff, look at the talent within your organization. Do you have the right talent for the right jobs? What's coming next requires creating new roles and redefining old roles.

Finally, consider how you are going to program your webinar. How will you convert a three-day conference into an online event that people are interested in participating in? People have a current attention span of eight seconds, so we really need to change the dynamics of these events and program webinars like a TV show.

Use customer feedback to determine how long to make your live events and ensure that customers are staying engaged.

Going Forward

Lots of uncertainty lies ahead, but one thing is for sure. The industry will never go back to the way it was before with an overwhelmed supply of face to face events. Recovery is going to entail a

better combination of face to face engagement and digital aspects. The way that this fusion looks for your association is up to you, based on your value proposition and your market.

If you're looking for a way to digitalize your association and improve your membership experience, check out how [Glue Up's engagement platform](#) has been helping associations around the world with their post-COVID 19 woes.

Membership Management Software



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