

Retention & Recruitment

Hello I am Dr Pat Galdeen

Director of the Business and MBA programs
Defiance College

Introduction

Is recruiting retaining and marketing to members frustrating ?

Members are unavailable for volunteering

HOWEVER

Members hold the organization to a high standard

FORTUNATELY

Recruitment and retention strategies are symbiotic.

An Approach

- Organizations fail when they take the approach of “doing what is best” for the member
- To develop a complete value-based approach and increase recruitment and retention, organizations should develop goals around the big picture while also including goals membership has shared as wants.

Symbiotic Membership Recruitment and Retention Strategies

Define Values Based on Member
Needs..and Wants

Engage Members

Be Personal

Reach out to Lapsing Members

Be Adaptable

Define Values - What value does membership really provide?

Answer this question first – HOW?

Evaluate the Programs and services you provide.

Look at the number of members that use each and the value each program brings to those members.

Implementation of Strategies

Create/or Implement a Membership Committee
Members of this committee are responsible for:

Retention

Recruitment

Marketing

Committee should develop and distribute membership committee assignments to engage current members in participation

Implementation of Strategies, con't

Establish an involvement committee

Members of this committee are responsible for :

Involving members, in activities of the organization, including a Facebook team, a website team, teams for special events

Involve member who are not leaders by invitations to participate.

Create Overall Objective & Action Steps

Objective:

Attract and retain an ever-growing, engaged, more diverse membership base.

Action Steps:

1. Increase net membership XX% by Month Day, Year.(Recruitment).
2. Increase retention rate to xx% (Retention).
3. Increase awareness of member benefits (Marketing)

Recruitment ideas:

Offer one event a year at your 'members-only' rate

Create and conduct an outreach plan to contact organizations (with no Zonta members) in the area

Use relationships with organizations who are not well represented in Zonta

Give current members a recruiting toolkit

Co-host an event with another association

Create and provide seat sheets or informational packets for any conferences, workshops or other events which prospects may attend.

Contact boards and executives of local nonprofits and for profit organizations with the intention of promoting Zonta membership

Run ads on social media sites.

Retention ideas

Make your membership process as easy as possible.

Consider creating a mentor program

Offer and promote participation in special Zonta sponsored events

Consider making your Annual Meeting/Holiday Party a key event with retention prizes (like half or full year paid memberships)

Continue or begin to contact all new members with a welcome (email next day from the President), include a thank you, a list local Zonta contacts, and event dates

Emphasize Return on Investment of membership

Marketing

- Emphasize key events and select one as your spotlight event for prospective members
- Continue or begin to provide new member information in your newsletter and distribute email communications related to upcoming events.
- Promote awareness of Zonta through development and dissemination of press releases; speaking to local groups, etc.
- Implement or continue sending emails and Facebook communication to targeted prospects
- Create effective alliances with other organizations

Some parting thoughts

There once was an organization .. that had no burnout amongst staff and members.

Organizers suspect the organization's ability to avoid burnout is grounded in personal relationships ,the organizational culture is like family, with people looking out for each other.

Members are encouraged to bring their whole selves to the organization, sharing aspects of their lives, giving and receiving support from other members.

Many intergenerational friendships are created providing guidance, love and support At every Board meeting, they discuss sustainability and how they are doing personally. This culture of family creates a stable “big picture” when conflict comes up between members.

There is a lot of space for creativity in the organization; new ideas are not met with distrust.

Negative feedback is okay because the organization is committed to experimenting with ideas and being honest and what works and what doesn't.

This culture is a contrast to the business-like professional culture that many non-profits encourage, creating a more sustainable organization that is healthier for members.