



GROUP MAINTENANCE - MEMBERSHIP

Increasing Membership

The initial step in developing and increasing your membership is understanding who your members are and what it is your group is trying to accomplish.

Once the above is considered and clarified, then the questions below need to be kept in mind when deliberating the retention and development of your membership.

- ◆ What are you trying to achieve with the group?
- ◆ What is in place to attract members?
- ◆ What is in place to meet their needs?
- ◆ What should you have in place that will simultaneously fulfil your association/group needs?

Retain Members

- ◆ Take care of your members by keeping them engaged.
- ◆ Set up a new member integration program.
- ◆ Set up a robust existing member program.
- ◆ Members will be most engaged by the perception of how your products/services will benefit them in the long run.
- ◆ At times, in order to attract new members, it is necessary to establish solidarity within the existing group as most people learn about the group through word of mouth.





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Attract Members

- ◆ Acknowledge that the member will be seeking something in return from joining the group - information, support, advice, resources, and/or a sense of belonging.
- ◆ Set the structure of your membership - you can provide a variety of structures depending on the outcome the member is seeking vs your objective.
- ◆ Establish on case by case whether a membership fee is advisable. Amount may vary per case.
- ◆ It is up to the Support Group or Organisation to create opportunities and communicate their existence to potential members. It should be done in such a way that compels potential members to want to get involved.
- ◆ Determine recruitment strategies ie. Events, Publications, Websites, Emails that suits your target audience best.



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