MA Leadership Workshop – Keys to Grow, Retain, and Engage Members
February 23, 2021
State of Membership

Challenges Facing Associations:

• Economic challenges (Due to the pandemic)

• Limited resources (Doing more with less)

• Value proposition (What is the value your association delivers? Why should new members join? Why should existing members stay? Why should customers purchase now?)
WEF Membership Trends
FY15-FY20
WEF Retention Trends
FY15-FY20

Avg Yr Rate


84.0%  85.2%  85.5%  86.9%  84.2%  84.4%
TOP FIVE CHALLENGES IDENTIFIED

• Communicating value
• Engagement - Getting new volunteers to participate in planning events/activities and participate on committees/board (engagement)
• Growth
• Retention
• Competing Organizations
Why is membership strategy so important?

• **Members** are the lifeblood of any association.

• Changing demographics and emerging technology will continue to affect the membership community and association value proposition.

• Next generation of members.
Great challenges can also present great opportunities. Working together, we will get through this challenging time and here’s how you can help...
Call to Action for MAs

Communication and Collaboration

• Repost and share information about WEF programs, events, advocacy; etc. on your social media channels and other outreach channels

• Participate in the WEFTEC Recruitment Initiative

• Ensure information and links are kept current on your website. Make a good digital impression.

• Connect, learn and share through WEF Idea Swaps and Webinars
If you have questions about membership strategies your MA can use to strengthen recruitment and retention efforts...we’re here and glad to help!

Questions?

Alison Heron, MBA, CAE
Senior Director, Membership
aheron@wef.org