



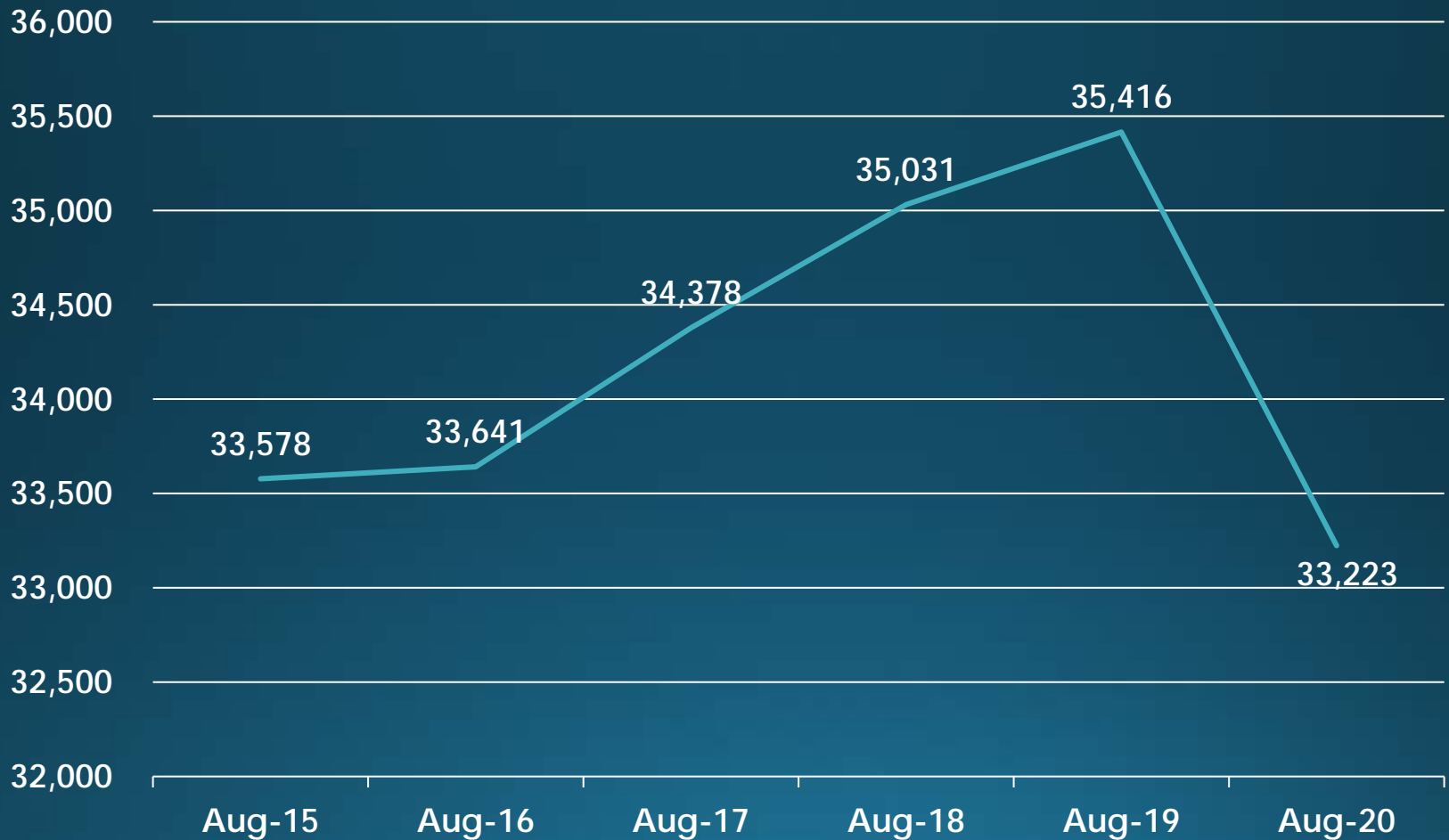
MA Leadership Workshop –
Keys to Grow, Retain, and Engage Members
February 23, 2021

State of Membership

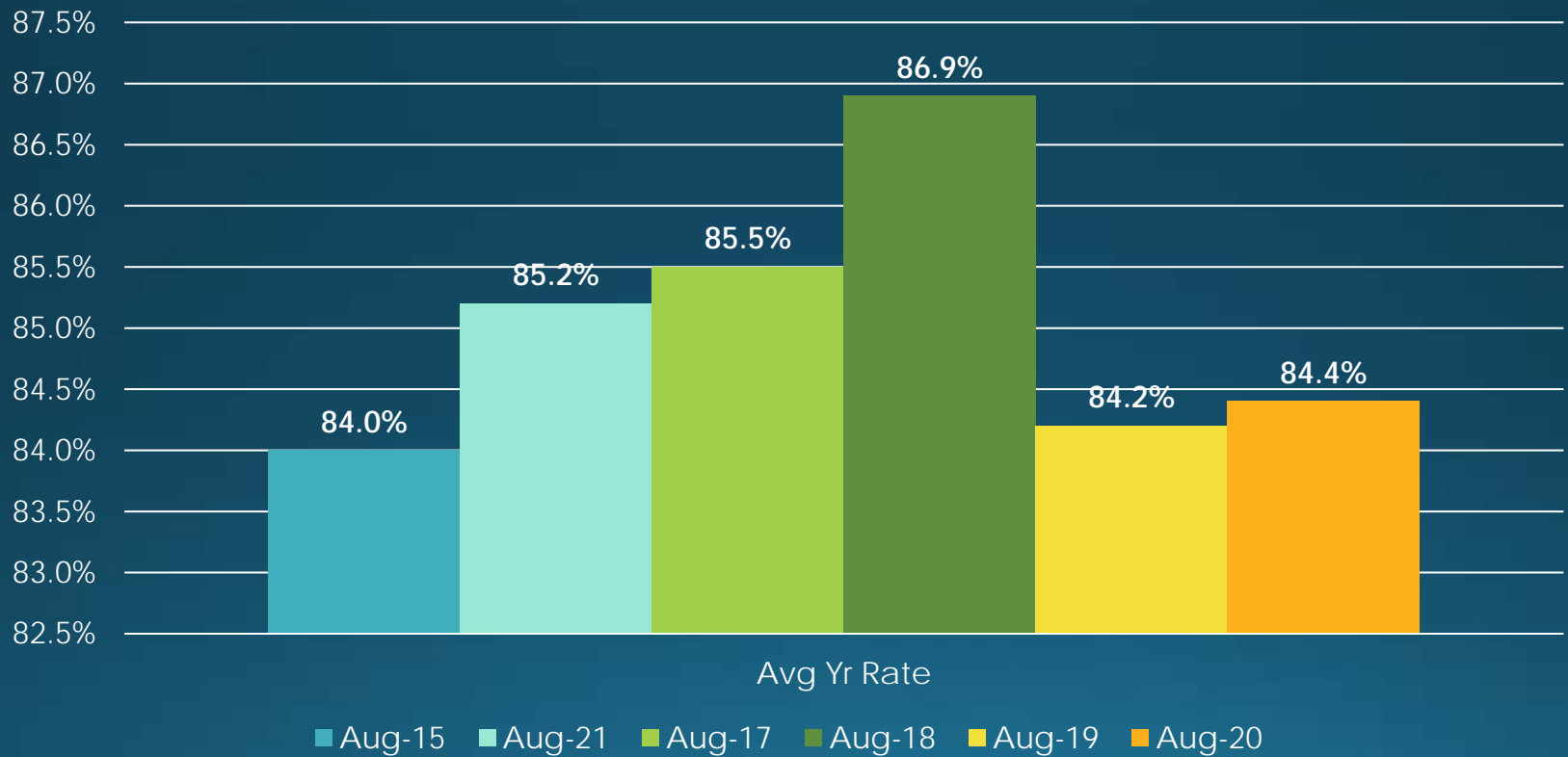
Challenges Facing Associations:

- 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



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...

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