

Workshop #6—Stop the Leak—Renewing Memberships

Notes from Workshop

- Call and ask if they plan to renew—why/why not?
- Attempt to match them with a member
- Membership chair should know the members
- Auto-renewals by credit card?
- Two- or multi-year membership plan (i.e., 2 years for \$50)
- Board make membership growth the priority for the year
- Create a membership plan
- Board members asked to identify at least one potential leader (to help avoid burnout)
- Access member database—familiarize yourself with your members
- Send members personalized message at renewal time
- Follow up with phone call
- Thank them for renewing
- Send “absentees” message—inviting them to a meeting or event
- Use chapter website as a “blog” especially if you don’t have a newsletter
- When members join, give them a packet of info about chapter and Wild Ones, Can include a local seed packet, native plant notecards...
- Stickers on nametags to encourage networking
- Annual meeting networking with people who have common interests
- ½ hour socializing before meetings
- Connect People
- Reminders – Excel spreadsheet of renewals – protect privacy on e-mails
- Send renewal letters reminding them for six month period
- Special benefits to members
- How many reminders do we sent out?
- Tell them when membership expires
- Personal touch cannot be over-emphasized
- If possible, your President should make personal contacts
- Ask members what we could have done better
- Use surveys to ask “what programs would you like to see,” “what tasks could you help with”
- Could do an “exit” survey with non-renews. Try doing online surveys to get quick & convenient response
- Have a “caller” to remind about renewals, etc. Someone retired or not able to physically participate