

MEMBERSHIP RETENTION PLAN



MISSION:

TO PROVIDE RESOURCES TO SUPPORT THE MEMBERS' CAREERS.
ONCE WE GET THE MEMBERS, WE NEED TO MAKE SURE WE KEEP THEM!

WHEN WORKING TO RETAIN MEMBERS... WE NEED TO FIND OUT THE FOLLOWING:

- Why did they join FGI initially? Make note and do more of it
- Do they have relationships/friendships within the current local membership who can help support and make sure they stay involved?
- Are they finding value in their membership?
- Refresh your members' memories of the benefits FGI offers.
- Is your social media engaging them?
- Is the content on your website fresh and up to date?
- Are your programs attracting your current membership or only those outside of FGI?

MANY REGIONS HAVE FOUND SUCCESS BY:

- Calling and reaching out to lapsed members, finding out why they joined FGI and what they feel is missing?
- (Emails don't seem to be too engaging these days, so we suggest calling)
- Conducting a survey of current members to make sure the group is meeting the members needs
- Letter to thank current members and highlight the groups accomplishments.
- Research the current database of members and know your sub-industries – work to connect them internally.
- Offer 'members only' meet-ups/mixers

STRATEGIC PLAN TO “WIN-BACK” UN-ENGAGED LAPSED MEMBERS:

- Offer incentives to re-join; discount off the next 1-2 programs
- Give FREE annual membership to the current member who helps get the highest number of new members to join.
- Immediately getting the new member on a committee to get them engaged.

**ALL IN ALL, IF YOU WANT TO RETAIN MEMBERS, MAKE THEM FEEL SPECIAL
HEARD, UNDERSTOOD, AND VALUED. EVERY MEMBER COUNTS!**