

Overview

- Step 1: Get to know your members
- Step 2: Get to know your association
- Step 3: Engaging and retaining members
- Step 4: Create a recruitment plan



Get to know your members

- Member surveys
- Database queries and reports
- Engagement index
- Data analyticsspotting trends
- Missing data- start asking!



NEHA Member Survey

Primary motivation to join?

 #1 Answer: Gain industry knowledge and best practices to help me in my career

What can NEHA do for you?

- Career growth opportunities
- •





Get to know your association

What have you learned about why your members joined, and how can you use that information to build a stronger association?



And why they don't....

Why members join

- Don't see value
- Never asked
- Dues are too high
- Unsupportive employer
- No online presence



NEHA Onboarding

Let me be the first to thank you for joining the National Environmental Health Association (NEHA). I am pleased to welcome you to the NEHA community, and want to help you get involved. Here are a few key member benefits to get you started:

- You now have a subscription to NEHA's esteemed <u>Journal of Environmental</u> <u>Health</u> (JEH).
- You are signed up to receive timely and critical updates through NEHA's e-News and <u>Advocacy Alerts</u>.
- You are invited to attend our <u>2017 Annual</u> <u>Educational Conference</u> at a discounted member rate.

NEHA understands how important it is to have an informed and well-educated environmental health workforce. So, as a member, wemem\(\psi \) 5emS3-2.1(ep)1.4(ly dis)1(c)3 rate on all of \(\frac{NEHA's Credtials}{} \) and FREE Continuing Education and e-Learning.



- What do you do well?
- Where can you improve?
- What are the barriers to joining?
- How are you welcoming new members?
- Can potential members find you online?



Engaging and Retaining

Prove your value and get members to stay.



NEHA Member Survey



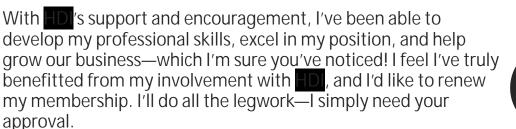
Communicate your value to the right people

Over the past year of active membership in HD, I've taken advantage of some incredible one-of-a-kind resources, discounts, and networking opportunities. What I've received from my membership has not only helped me fine-tune my skills and abilities, it's also provided me with the knowledge and connections to implement industry best practices that I feel have improved the overall efficiency of our organization.

Here are a few highlights of the benefits I've seen for myself and our company through my HDI membership:

- Saved several hundred dollars on the annual **FD** conference where I returned with connections, resources, and new industry knowledge that we've implemented.
- Gained exclusive access to research reports, white papers, and webinars that have helped us benchmark our performance, validate our practices, and become a more efficient support center.
- Saved \$200 on the HDI Professional certification course that enabled me to better serve our customers.

You can see more specifics on the ROI of membership on the website.





- What are the benefits of membership, and how do you communicate those benefits?
- How are you enticing members to renew?
- How can you help your members advance in their career?
- What type of networking and social opportunities do you offer outside of your AEC?
- What can you do for your members that they can not do on their own?

Recruitment Plan

- Compiling lists of potential members
- Reaching out to influencers
- Tailoring your ask
- Getting back lapsed members
- Tracking success



here, Director of Membership at HDI. I noticed you recently downloaded our "Convince Your Manager

Recruitment Plan







- Who is using your services but still hasn't joined?
- Who influences your potential members to join, and how can you reach them?
- How can you segment your potential list, and tailor your ask to entice the right people?
- How often do you reach out to lapsed members and invite them back?
- How can you track the success of your recruitment campaigns?



Let's discuss!

- Pick the step that best fits your association
- Step 1: Get to know your members
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• 30 mins. to discuss- 15 mins. to share