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engagement ebook

MEMBER ENGAGEMENT: THE FACTS

FACT: MEMBERS WHO ARE NOT ENGAGED LEAVE.

- 50% of new members who are not engaged will leave by the end of 12 months
- Another 25% will leave by the end of 18 months

WHAT CAN YOU DO?

An intentional engagement program can increase retention by 15-20%.

- Encourage new members to come to your facility, especially if they joined online
 - Recognize them when they do
 - Invite them to try out a class or program
- Create a new member engagement plan.**
- Use a mix of phone calls and emails
 - Keep them excited to be a member—just one email or phone call won't do
 - Formulate at least a 12-week plan—it takes about 90 days to create a behavioral habit
- Encourage staff to:**
- Smile and greet members by name
 - Spend time introducing them to other staff and members, as well as touring the facility



TIPS FOR NEW MEMBER WOWS

Educate and encourage new members.

- Look at what members are interested in, and share information pertaining to those types of programs and classes.
- Check facility usage reports to see if members are visiting. A simple “Way to Go! You checked in three times this week” will go a long way.

Gather data with comment cards, surveys, and in-person conversations, and then share it with your staff.

Create an action plan, then execute.

- Invite them to orientation or a class
- Invite them to meet staff
- Help them make a friend



by Melissa Weems
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Increase retention by 15-20% with an engagement program.

Online Tools Checklist (Do You Have What it Takes?)

While many organizations have a web presence—from a website to social media pages to a mobile app—some still aren't leveraging online tools that integrate with their operations systems.

Promoting and providing access to the right online tools can enhance relationships and experiences, and showcase the value your organization provides.

Tool #1: ONLINE MEMBERSHIP

Online membership sales are an integral part of your business plan and are another avenue for reaching and connecting with the community. Online joins happen quickly, and being able to join anytime, anywhere provides the convenience many of your constituents desire. Your back-end system should provide in-depth reports on online joins, preparing you to target those who joined online and make sure they are engaged immediately. Remember, people who join online may have never stepped foot in your facility, so providing an introduction over the phone or via email is critical.

Tool #2: ONLINE ACCOUNT MANAGEMENT

From cell phone bills to banking updates to order confirmations, many of the websites with which your members are already interacting provide account management. By offering the same flexibility to your members, they can pay down balances, update account information such as an address or phone number, reprint receipts and view payment history. And while they're on your website, your organization can expose them to your program offerings and giving opportunities.

Tool #3: ONLINE PROGRAM REGISTRATION

Registering for programs online can provide immediate gratification for someone wanting to interact with your organization. The ability to register on cue means participants have less time to talk themselves out of participation. Plus, it takes pressure off someone who is new and simply wanting to explore his options. After registration, route registrants to your giving page (they are already engaged and have their wallets out!)

Tool #4: ONLINE GIVING

These days, it's hard to expect people to bring in or mail a check to your organization. Allowing online giving provides easy access for donors. With the right operations system, you can set up recurring pledges to autodraft, the convenience of which can drive more donors to start giving online. Visitors to your site can

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also read about what you're doing to give back to the community, and social sharing links will prompt them to easily tweet or Facebook about their gifts. Tip: your online giving page shouldn't just be a form; have info about how you're making a difference and how donors can help.



Enhance relationships by leveraging online tools.

5 Ideas for Building Relationships with Members

Picture this: John proposes to Joan and she happily accepts. When the wedding rolls around 10 months later, Joan leaves John at the altar. Why? Because he forgot to speak to her while they were engaged.

Sounds unimaginable, right? But that's sometimes what we do to our new members. Just like John did to Joan, we simply forget to make them feel special. What happens? The Big, Bad Break-Up.

Are you giving your members reasons to leave you at the altar? Here are five ideas for building relationships with them:

1. Ye Olde Welcome Call Still Works

Don't make the mistake of underestimating the power of a phone call. When else in our history have people carried their phones on them at all times? Call new joins and welcome them to your association—and make sure that staff are up to speed on how to build relationships during in-bound calls to your association.

2. Think: Concierge Service

Plan targeted, one-on-one communication with members based on their personal needs and interests. It's a chance for you to deliver true service. Example: Email that working mom of three links to information about your child care offerings. She needs a break, and you're here to help.



3. Ask for Input

People like to give their opinions, and when you actually ask them for it? They love it! Surveying members gives them a voice and makes them feel more invested and connected to your organization. Plus, you'll come away with actionable information to move your association forward.

4. Surprise Them

Do what your members aren't expecting, like congratulating them on the anniversary of their join date or sending a happy birthday email (with coupons!) Investing in warm fuzzy feelings goes a long way.

5. Face Time

This one's obvious: the best way to build relationships with members is by getting to know them in person. Being genuine and making strong connections face to face is hard to top.



by **Nick Salvato**
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Are you making members feel special?

Using Social Media to Engage Members

You can help people meet their personal goals and become actively engaged with your organization by using Social Media.

While new members are checking Facebook and Twitter for updates, a piece of your organization's culture can be right in front of them. They can read a post on your page about spin classes and think, "Gee, I really should go try out that spin class today."

Here are some tips to get you started:

Find the expert:

Designate a staff member who is adept with using social media to manage your sites. Get someone who already knows social media and can quickly prepare to use your social sites to engage new joins.

Focus:

Start with focusing on Facebook and Twitter. These two sites have one, strong similarity: followers. Facebook uses the term "likes" rather than "followers," but it's the same idea.

Create Content:

Through all social media platforms, be creative and consistent with your brand. You want to give new members an idea of what your culture is like, and what it's like to be part of your community. Paint that picture through Facebook posts and photos.

Think of Twitter as an opportunity to check-in with members. Let them know what you're up to and they'll do the same. Make sure to utilize a tiny URL to link back to your website, or hashtags.

Have a Conversation:

When a member asks a question on your social media site or comments on your posts, take that as an opportunity to reach out and respond. Providing both questions and comments will keep the conversation flowing both directions.

See it in Action:

For a great example on how to effectively utilize social media, check out the YMCA of Greater Houston's social media hubs:

[facebook.com/YMCAHouston](https://www.facebook.com/YMCAHouston)

twitter.com/YMCAHouston

[pinterest.com/ymcahouston](https://www.pinterest.com/ymcahouston)

by Chapple Chandler Events Coordinator, Daxko



Use social media as a way to check in with members.



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