






# 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
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# Step 1

## Get to know your members

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





# Step 1

## NEHA Member Survey

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### 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
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# Step 1







## Step 2

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?







## Step 2

Why  
members  
join

And why they don't....

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





# Step 2

## NEHA

### Onboarding

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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 Journal of Environmental Health (JEH).
- You are signed up to receive timely and critical updates through NEHA's e-News and Advocacy Alerts.
- You are invited to attend our 2017 Annual Educational Conference 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, we provide a 15% discount on all of NEHA's Credentials and FREE Continuing Education and e-Learning.



## Step 2

- 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?
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- A solid black circle graphic located in the bottom-right corner of the slide.



## Step 3

Engaging  
and  
Retaining

Prove your  
value and get  
members to  
stay.





Step 3

Most valuable NEHA  
Ben<sup>9</sup>

NEHA  
Member  
Survey

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# Step 3

## Communicate your value to the right people

Over the past year of active membership in **HDI**, 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 **HDI** 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 **HDI** website.

With **HDI**'s support and encouragement, I've been able to develop my professional skills, excel in my position, and help grow our business—which I'm sure you've noticed! I feel I've truly benefitted from my involvement with **HDI**, and I'd like to renew my membership. I'll do all the legwork—I simply need your approval.

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## Step 3

- 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?
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# Step 4

## Recruitment Plan

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



# Step 4

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

# Recruitment Plan







## Step 4

- 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?
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# Let's discuss!

- Pick the step that best fits your association
  - **Step 1:** Get to know your members
  - **Step 2:** Get to know your association
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  - **Step 4:** Create a recruitment plan
  
  - 30 mins. to discuss- 15 mins. to share
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