



**DETERMINING MEMBERS  
NEEDS**

- member surveys (3-2-1)
- focus groups
- outside firms

**When in doubt, look at  
their cost centers.**

**4. What are your best  
OPTIONS?**

Pros Cons

- In person
- Direct mail
- Electronic
- Website
- Telephone
- Event

**Most Effective Direct Marketing Methods**

Source: Direct Marketing Association

**Telemarketing: 5.78**  
6.16 % response rate; 10.4% house list response rate)

**Dimensional mail: 2.3**  
8.51% response rate for in-house list

**Direct mail: 1.88**  
(3.4% response rate in-house list 1.38% response rate - purchased list)

**Email: 1.12**  
(19.5% open rate; 6.6% click-through rate; 1.7% conversion rate; 3.72% bounce back rate; .77 unsubscribe rate)

**5. How Do You Get  
Through the CLUTTER?**

The New Realities of the Marketplace

**We need to do a better job  
of identifying MARKET  
SEGMENTS  
but.....there are only so  
many segments you can  
manage**

***ROI is the driving  
force behind  
segmentation  
marketing decisions***

**6. Be Sure to Do Some  
MYSTERY SHOPPING**

1. If you want to know how your new members feel about your organization's value, **BECOME ONE.**
2. **REGISTER** for all of your organization's meetings and conferences.
3. Order all of your organization's **PUBLICATIONS** in various formats.

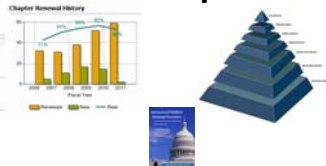
4. Fill out and return all member **SURVEYS.**
5. Call your Organization's office **AFTER HOURS.**
6. Go to your organization's web site. Try to get the answers to your top five **FAQ's.**
7. At renewal time, **DON'T RENEW.** See what happens.

## 7. Back It Up With **OVER the TOP** Service

Area of Service	Measurement Criteria	Current Rating	Ways to Improve
• Responsiveness			
• Information			
• Accuracy			
• Courteousness			
• Providing Options			
• Accessibility			
• Personalization			
• Communications			

**Build a member service "culture" in your Organization. We're all "Guilty by Association"**

## Association Membership Trends



How Does Your Organization Stack Up?  
2009-2010 Overall Growth

All Associations

**Increased membership – 35%**  
**Decreased membership – 48%**  
**Remained the same – 17%**

Source: Marketing General Inc. 2010 Survey

1. Understanding the Real Challenges in Today's Membership Marketplace

**We can still have "INTANGIBLE" benefits but we can't promote them that way.**

**RESPONSIVENESS is now measured in NANoseconds and TWEETS.**

Identify specific ways membership (or continued membership) will give members a **COMPETITIVE ADVANTAGE** at this time.

**NIGP National Membership - Benefits at a Glance**  
Benefits that Strengthen Your Agency IT's with Free Value-Added Services

	NIGP Services	NIGP National Member	Non-Member
Risk Based Procurement Forms and Documents	<ul style="list-style-type: none"> <li>On-line Solicitation (Solicitation Directory of Professionals)</li> </ul>	Free	Unavailable
Training Library	<ul style="list-style-type: none"> <li>Over 6,000 Downloadable Documents Available</li> <li>Access to eLibrary (Web Content Archive through ProcureNet)</li> <li>Public Procurement Research Services and Reports</li> <li>Self-Paced</li> <li>All in one easy place</li> </ul>	Free	Unavailable
Career Opportunities	<ul style="list-style-type: none"> <li>Members Database of "Current Job Openings"</li> <li>Job Alerts for Job Listings for members</li> <li>Training Services for Job Listings for non-members</li> </ul>	Free	Unavailable
Guidelines	On-line Annual Conference (Audio/Video)	Check website for details	\$75.00
Networking	<ul style="list-style-type: none"> <li>Contractor Expo - Database of Subcontractors</li> <li>1-800-8-ASAE - A Collection of Electronic Downloadable</li> <li>1-800-8-ASAE - A Collection of Electronic Downloadable</li> <li>1-800-8-ASAE - A Collection of Electronic Downloadable</li> </ul>	Free	Unavailable

	NIGP Services (continued)	National Member	Non-Member
Professional Development	<ul style="list-style-type: none"> <li>Three Day Classroom Seminars</li> <li>Two Day Classroom Seminars</li> <li>One Day Classroom Seminars</li> <li>Online Catalog</li> </ul>	\$175	\$150
Online Learning Opportunities	<ul style="list-style-type: none"> <li>Webinars - 90 Minute Webinars Combining Interactive Audio Presentations with Visual Information on the Web Site</li> <li>Online Catalog - Self-paced Instruction</li> <li>Webinars - Presentations and eLibrary</li> <li>Webinars - Presentations and eLibrary</li> <li>Webinars - Presentations and eLibrary</li> <li>Webinars - Presentations and eLibrary</li> </ul>	\$75	\$100
CPD/CPE Certification	<ul style="list-style-type: none"> <li>CPD/CPE Certification - Application and Testing Fees for Certified Professional Purchasing (CPP) and Certified Public Procurement Officer (CPPO)</li> <li>CPD/CPE Certification - Application and Testing Fees for Certified Professional Purchasing (CPP) and Certified Public Procurement Officer (CPPO)</li> <li>CPD/CPE Certification - Application and Testing Fees for Certified Professional Purchasing (CPP) and Certified Public Procurement Officer (CPPO)</li> </ul>	\$400 for CPP/CPPO	\$400 for CPP/CPPO
Consulting	Custom Performance Process Review and Consulting Services Tailored to Your Agency's Needs	Fee estimate	Not applicable

2. Have a **PROGRAM**, Not a **PRAYER**

With limited resources, you need to be marketing to your **MOST LIKELY TO JOIN** prospects.  
  
**Buy or DIE!!!!**

Be sure to highlight the one thing that makes your organization **UNIQUE**. Use that to your advantage.

3. **PERSONALIZE** and **CUSTOMIZE** Your Recruitment and Retention Communications.  
  
*Dear Fellow Member?????*

Prospect Category	What Do They "Want?"	What "Valuable" Stuff Do YHave?
Subcontractor		
General Contractor		
Supplier/manufacturer		
Service provider		

**Mark** Get Tailored Resources. **asae** The Center for Association Leadership

In the coming year, be sure to take advantage of some of the tailored resources available for established CSDs like you, including:

- CSD Network Online, a members only environment with CSD contributed resources, samples, and tools ([www.asaenetwork.org](http://www.asaenetwork.org))
- *Measure of Success: What Successful Associations Do "The Others Don't"*, available in our online bookstore at [www.asaenetwork.org](http://www.asaenetwork.org)
- Executive Checklist - see a member specialty to CSD members.
- [www.asaenetwork.org/knowledgeCenter](http://www.asaenetwork.org/knowledgeCenter), where professional resources will search thousands of resources for you.

Dear Mark, I want to thank you for continuing your membership in ASAE. In the coming months, we have many ideas and resources designed for association leaders that you can put to use immediately, as well as unique opportunities for connecting with peers across the

**It's your... 31 year ASAE anniversary.**

## 4. Be prepared for the Most Common OBJECTIONS

Turn Around the Turn Down

**Feel**

"I know exactly how you feel"

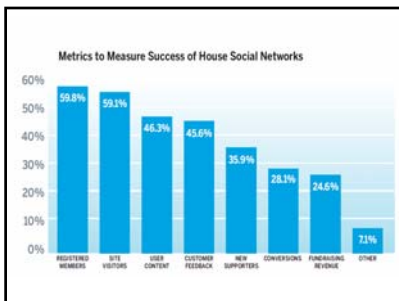
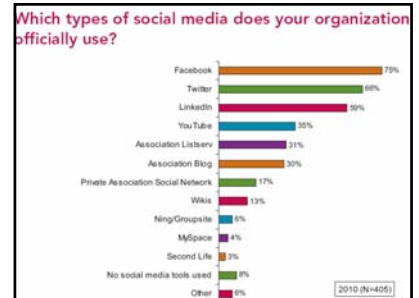
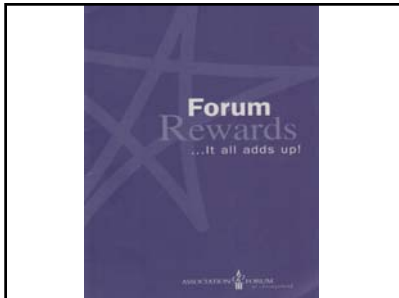
**Felt**

"I felt the same way myself"

**Found**

"I found that joining was one of the best decisions I ever made"

## 5. Use Every Available Means to **ENGAGE** As Many Members as Possible



## WHAT IF.....

.....the rules change??

## PURLs of Wisdom for Marketers

Attract with personalization

Interact with your web pages

React to your offer

Web Address on Direct Mail (Drive each customer to a personal URL (PURL))

Picture Yourself Moving to the Next Level in Your Career- in Hawaii!

Brandon Fitzgerald's Schedule 7/1/11

AICHe

Brandon Fitzgerald's Profile

Brandon Fitzgerald, MyMashKou.com

Web Address: [brandonfitzgerald.com](http://brandonfitzgerald.com)

**Social Responsibility Programs DO Have Appeal!**

The Fence Industry "Hire a Hero" Veterans Employment Program

Distracted Driving

**DISTRACTED DRIVING**

Cell Phone Policy Kit

**6. Somehow, Keep the MEMBER in Membership!**

**Regaining Lapsed Members\***  
**Welcoming New Members\***  
**Engaging Inactive Members\***  
**Recruiting New Members\***

*\* MUST be time-efficient, results-oriented effort*

**7. Don't Lose Any More FIRST YEAR Members**

Identify Your **First Year Member Contact System**

**Drill Down and Do Some "Three Deep" Marketing in Member and Employer Firms**

Develop an online new member orientation video

9. Never Underestimate the **WOW FACTOR**

*Remember the underlying rule of higher retention*

**Identify  
-and *Exceed*-  
Member Expectations**

9. Give Your Members a **GUARANTEE** to Hand Their Hats On

Offer money back guarantees on programs, services, and membership

10. Be a **REASON** to **RENEW**

