

A Winning Association:

Attract Members

Provide Value

Retain Life Long Members

Checklist to Success:

- ✓ Does your whole team understand your mission?
- ✓ Does your representative ask great questions?
- ✓ Is your representative likeable?
- ✓ Have you surveyed your members in the past year? Do you really know what they want?
- ✓ Do you know your value proposition?
- ✓ Can your members justify the cost of membership?
- ✓ Are you servicing the members with valuable tools that lead to solutions and business growth?
- ✓ Are you speaking with members at least quarterly?
- ✓ How are you communicating? Do you have a professional appearance in the marketplace?
- ✓ Are members attending events and getting involved? Are you the “club” that everyone wants to be a part of?
- ✓ Do you share industry information?
- ✓ Are you using a good CRM system?
- ✓ Have you recognized member’s achievements, personally and publically?
- ✓ Have you thanked your members for their participation in your organization?

