



Let's talk about members!

**Membership value proposition,
recruitment and retention strategies**

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Land Acknowledgement

It would like to begin by acknowledging that the land upon which we gather, whether physically or virtually, is part of the traditional territories of Indigenous Nations. Across what is now known as Canada, this includes the ancestral lands of the First Nations, Métis, and Inuit Peoples who have stewarded these lands for thousands of years.

Native Land Digital Resource

In the spirit of reconciliation, we invite everyone here to learn about the Indigenous territories you may find yourself on today.

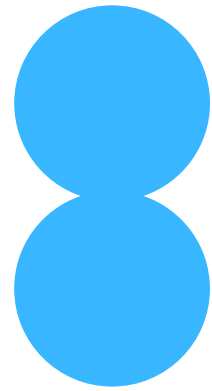


WWW.NATIVE-LAND.CA

“Mawi’omi” means “gathering” to celebrate our culture
L'nuey PEI

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INTRODUCTIONS & EXPECTATIONS



AGENDA

- Membership Overview
- Get to know your members
- Understanding Member Value Proposition
- Recruitment Techniques
- Retention Techniques
- Measuring and Adapting
- Implementing our learnings

WHAT IS YOUR WHY?

WHAT IS YOUR WHY STILL?

SLIDO ACTIVITY

- 1) YOUR WHY?
- 2) WHY STILL?

SELF-ASSESSMENT

Where's your starting line?



KIN CANADA MEMBERSHIP

Members

- At least 19 years old who are of good character and community standing. Active members in good standing are eligible to attend meetings, hold office, participate in all levels of the awards program, serve on committees and vote on club, zone, district and national issues.

Life Members

- Life Members receive the highest honour the Association bestows on a member who has given at least 10 years of service to the Association and his or her club.

Kin Campus Club Members

- For students attending a Canadian university or college.

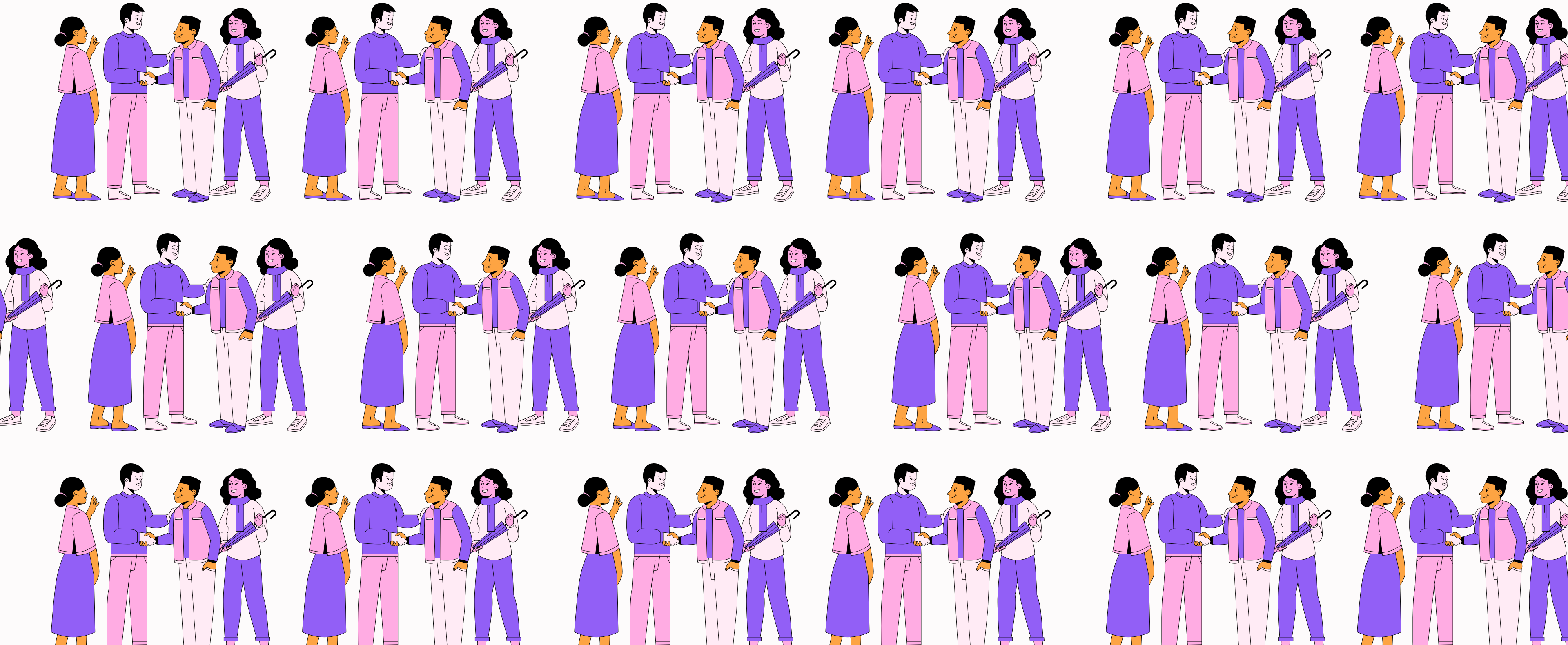
Honourary Members

- These are members of the community who are nominated, voted for and honoured by a club for their support of Kin Canada.

Kin Canada Benefits

- Have fun volunteering
- Choose your projects
- Participate in the planning and implementation
- Network
- Member-only training programs (Kin-U)
- Mentorship Program
- National awards
- Meet like-minded people

Who are your members?



Who is your ideal member?



Who is missing?



GROUP EXERCISE

PAINS	DESIRES
Community issue that needs to be solved....	Gain new skills...
Retired and bored at home...	Make new friends....
.....

MEMBER VALUE PROPOSITION

Definition:

The Member Value Proposition is the unique combination of benefits and value that your organization offers to its members, distinguishing it from other organizations or competitors.

MEMBER VALUE PROPOSITION

Components:

- *Core Benefits*
- *Unique Offerings*
- *Emotional Appeal*

MEMBER VALUE PROPOSITION

Defining your MVP:

- *Targeted member*
- *Identify Key Benefits*
- *Assess Competitor Offerings*
- *Gather Member Feedback*
- *Refine Your Messaging*

Examples member-based Associations

“Gain visibility and build your business with an IFA membership. Together we will improve your profits and professional future by empowering you with access to practical resources and a strong community of professional peers.”

- International Franchise Association

“Today’s consumers look for a professional who is ready, informed and confident. Look to Cape Fear for the right transaction tools, industry knowledge, business protection and training to be ready for any situation no matter where you are in your real estate career.”

• - Cape Fear Realtors Association

[Association / Non-Profit name]

Helps [who/audience/profession]

To [achieve results/solve problems]

With [services/products]

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Why is it important?



INTERNAL & EXTERNAL ASSESSMENTS

SWOT

<p>Strengths: Internal advantages, capabilities.</p>	<p>Weaknesses: Internal disadvantages, limitations.</p>
<p>Opportunities: External possibilities, growth potential.</p>	<p>Threats: External risks, challenges.</p>

SWOT

...	...
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PESTL

Political	Government policies, regulations.
Economic	Market conditions, financial factors.
Social	Cultural trends, demographics.
Technological	Innovations, technological advancements.
Legal	Laws, legal requirements.

RECRUITMENT TECHNIQUES

Let's go back to 'your why'?



Offline Recruitment Strategies

Community Engagement and Events

Strategic Partnerships & Relationship Building

Promotional Materials



Leveraging Champions



Online Recruitment Strategies

Social Media Campaigns

Website Optimization

Email Marketing



Friendly reminder....

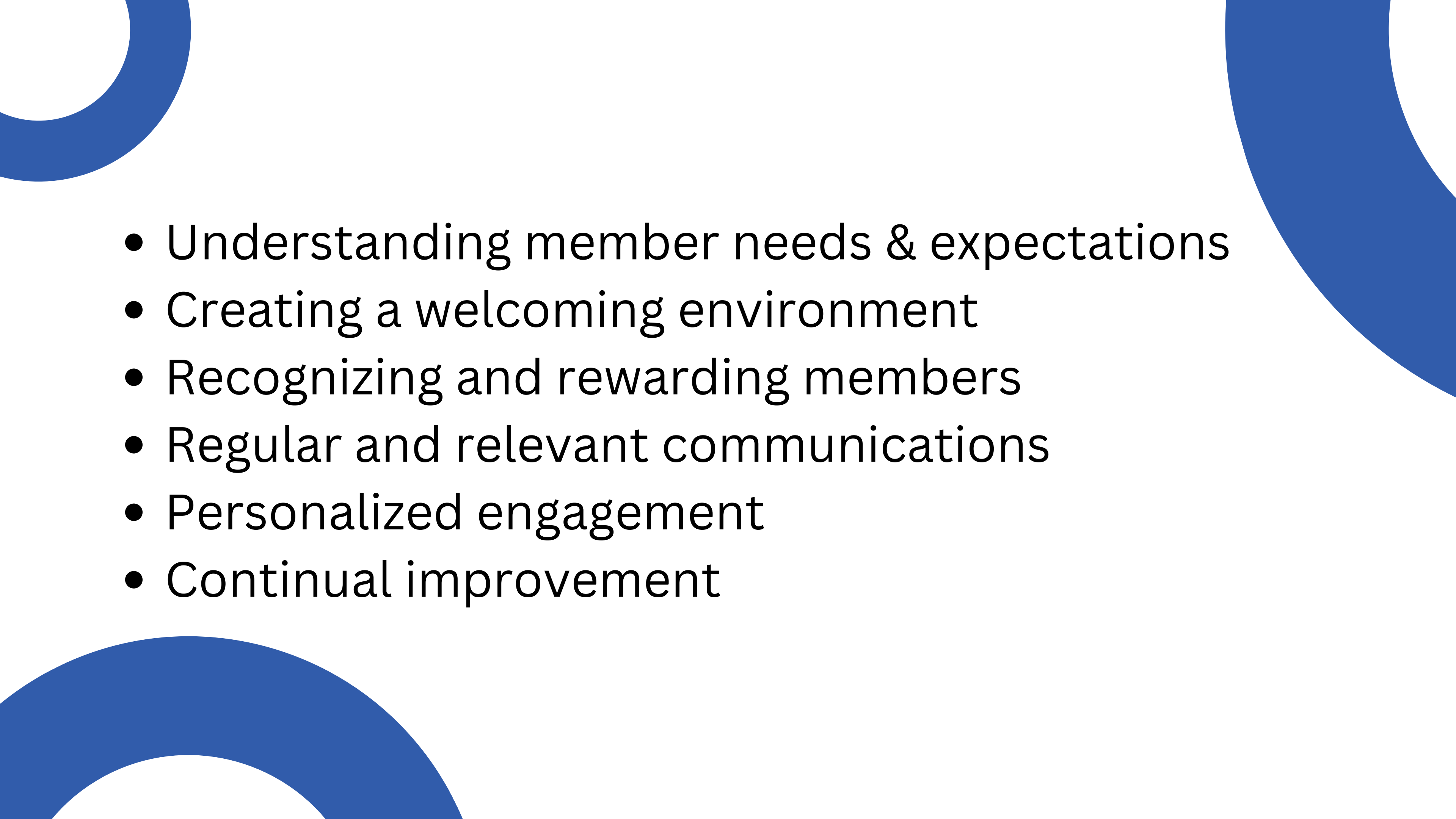
**Do your recruitment efforts align
with your MVP?**

Targeted messaging? Member Segmentation?

Success Stories? Unique Benefits? What else...?

RETAINMENT TECHNIQUES

Let's go back to 'your why still'?

- 
- Understanding member needs & expectations
 - Creating a welcoming environment
 - Recognizing and rewarding members
 - Regular and relevant communications
 - Personalized engagement
 - Continual improvement

More importantly...

Are their 'pains' still being resolved?

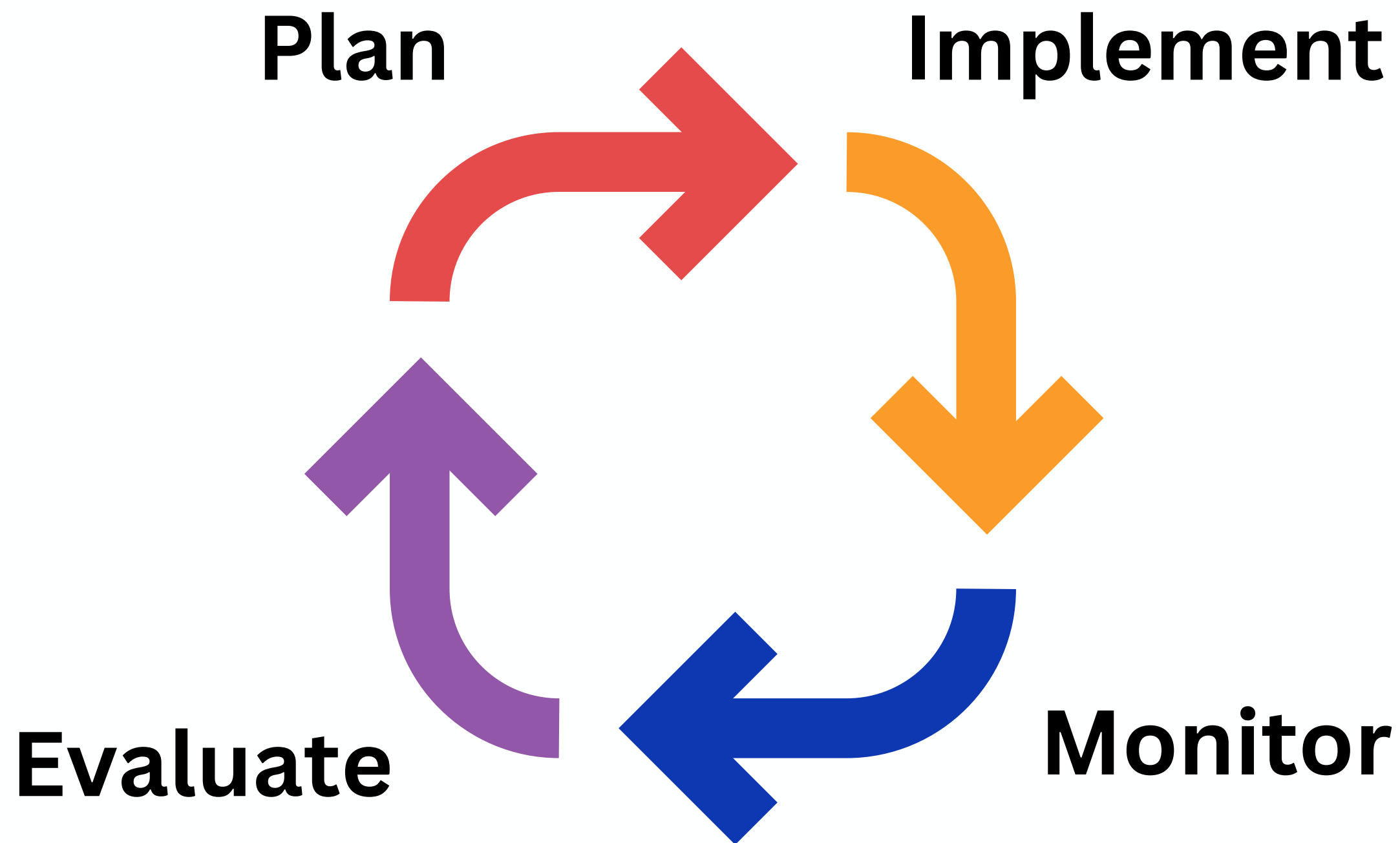
Are their 'desires' still being offered?

Do you have a clear understanding of what their pains and desires are?

Measuring and Adjusting

- **Identify and measure metrics**
 - Recruitment success rates
 - Member satisfaction
 - Retention rates
- **Adjust as needed**
 - Refine your MVP as needed
 - Adapt recruitment and retainment strategies

Implement your learnings



Annual Membership Strategy

Recruitment Campaigns

Engagement Projects

Surveys



Thank you!

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