

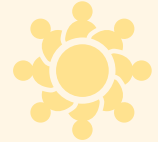
# Why Members Join

## COMMUNITY



**DEFINE** the purpose of your community. A strong purpose is pivotal to its creation.

**PEOPLE** grow and shape the community naturally, allow them to without too many parameters. **EMPOWER** your members to help create something cohesive and extraordinary.



**REMEMBER:** Organizations do not create communities — people do.



**SHARE** surveys with members. Let them tell you how the club is doing and what can be done to improve their experience.

**SUGGESTION:** Use anonymous surveys to give club leaders the most accurate feedback.

## GIVE AND TAKE

**MEMBERS** want to know what they will get out of the membership experience.



**PROVIDE OPPORTUNITIES** for members to get involved, take on leadership roles, and try new tasks.

**SUGGESTION:** Provide a safe, supportive space where members will feel comfortable.

## PERSONAL DEVELOPMENT

**MEMBERS JOIN** clubs that provide a sense of fulfillment and belonging.



**MEMBERS WANT** opportunities to improve mental and physical well-being.

**SUGGESTION:** Provide opportunities to build skills and self-confidence, as well as career and networking opportunities.

**VOLUNTEERING** and joining clubs can enhance a person's purpose and self-worth, which strengthens ties to the community.



**SUGGESTION:** Provide opportunities to engage and meet others with similar interests in an effort to continue to broaden your network.

## MOMENTUM



**CLUB VISIBILITY** is important. Members join organizations when they see positive energy.

**BALANCE** online and in-person efforts. Use social media and your website to get your message out and bring members to the table.



**SUGGESTION:** Keep your website up to date and make sure events and opportunities for member participation are included.



**PLATFORM USE** should be limited to the most popular social media channels used by your members.

**SOCIAL MEDIA** brings members in, but leaders make or break the membership experience.



**SUGGESTION:** Create spaces where members can communicate, such as group chats or forums.

# How to Keep Members Coming Back

## PROMOTE ENGAGEMENT



**NEW MEMBERS** can be overwhelmed when they are outside of their comfort zone. Making them feel welcomed and engaged makes it more likely that they will return.

**GIVE** new members a role or purpose in the club.

**SUGGESTION:** Ask them to take attendance or meeting notes, greet members, or any other role that could make them feel like they are an important part of the club.



**PROVIDE** an interactive club experience to keep members engaged.

**SUGGESTION:** Open your meeting with an icebreaker that gets people on their feet and interacting with others.

**WHEN MEMBERS** feel engaged, respected and valued, they will want to keep coming back.



## ASK FOR INPUT



**WHEN NEW CLUB** members join, they are usually excited to get involved immediately.

**SUCCESSFUL** membership organizations empower members to provide input, and leaders use that input to shape decisions.

**SUGGESTION:** Ask members for input on important club topics such as the direction of programs for next year or what to eat at the holiday party.



**MEMBERS** who feel a strong sense of community will feel comfortable speaking up, leading efforts, volunteering to help, and will inspire other members to be their best selves.

## PROVIDE INCENTIVES

**INTEREST** in your club brings members through the door. Membership incentives help them stay.



**NOT ALL INCENTIVES** have to be money or prizes. Recognize members who model the membership behavior you hope to see.

**SUGGESTION:** A simple certificate or shout-out for going above and beyond or perfect attendance.

**GAMIFY** your club experience to keep members interested!

**SUGGESTION:** Host a trivia game about your club's focus topic. Hand out candy or treats when members speak up and interact in meetings.

