



Membership Retention

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Turn Desires into Self-Motivation*:

1. **Activity** - Make volunteering more active, build fun into work, add variety
2. **Ownership** (psychological ownership) - Ask for their input/opinions, delegate authority
3. **Power** - Let them make choices, give them responsibility for their work, provide leadership opportunities, give them interesting work or some of your interesting work
4. **Affiliation** - Offer opportunities to socialize, use the power of the team
5. **Competence** - Use volunteer's hidden strengths, provide learning opportunities (training), tolerate mistakes
6. **Achievement** - Provide objective performance measures, let volunteers set goals for themselves, challenge them to stretch their limits, encourage them to improve
7. **Meaning** - Show and remind volunteers of the significance of their work
8. **Recognition** - Show appreciation, encourage them, recognize them publicly

*Adapted from "Super Motivators" by Dean Spitzer, AMACOM books

10 Keys to Effective Recognition:

1. **Do it often** - Look for it! Don't wait for the annual awards banquet.
2. **Be Specific** – Don't say "Nice job!" say, "Thanks, I appreciate you calling to recruit more volunteers!"
3. **Do it promptly** – Don't wait too long after the activity to recognize people for their efforts
4. **Tie it to performance** - Use for above-average performance. Match the degree of recognition with the level of recipient's achievement-- the greater the performance--the greater incentive
5. **Be Creative! Make it fun and memorable** - A variety of rewards help maintain your peoples interest in earning them. Otherwise your people may come to expect the reward as an ongoing effort.
6. **Make it easy for people to do.** Develop tools. Example: M.I.C. Award (Membership Involvement Counts)
7. **Involve all volunteers** - Team members can recognize their volunteers or nominate them for recognition.
8. **Build it into a system** - Should be in job description
9. **Be Consistent** – Do it in a consistent way. Otherwise it could backfire
10. **Tailor it to the person/team** - Different strokes for different folks! Find out their interest and match the reward to meet their needs/wants. Choose reward/recognition that will match their interests.



Membership Retention Ideas:

Seasoned Members:

Past Presidents are a wealth of knowledge. Once they leave the board, try to keep them involved as much as possible. Here are a few ways...

- Annual Past Presidents' Breakfast/Luncheon/Dinner - At one of your meetings (or at your annual meeting) invite all Past Presidents to have Breakfast with the current local board and/or national President (if they are coming to your chapter). Also you can use this meeting to share ideas, recruit the former volunteer, do strategic planning, etc.
- Past Presidents' Council (PPC) – Create a PPC to tap the resources of your Past Presidents: discuss how we can get seasoned speakers to come to meetings or get involved, ask for their insights and wisdom, have them write articles for newsletter, use them on a Presidents Panel, etc.
- Presidential Board Appointment - Use Past Presidents as resource. My first appointee was NSA board member and past chapter president Pat Vivo, CSP, CPAE. She was great!
- Annual Chapter Awards - Name awards after longtime members or past officers. If still living, engage the longtime member by asking them for input on the award criteria or have them present their award.
- Recognition - Recognized Past Presidents at each meeting (along with any other VIPs). Have them represent the chapter on “Meetings industry Council”, in the community, and at NSA events.

CSP/CPAE Members are busy speakers and will usually help when asked, so ask them...

- Involve Them – Invite CSP/CPAE members to participate on the chapter program. They can be a presenter, an introducer, a mentor, do “meet the pros”... The key is to ask how they would like to contribute
- Annual CSP/CPAE Breakfast/Luncheon/Dinner – Invite CSP/CPAE members to meet and discuss concerns and how chapter can better meet their needs. That same day they meet you can also do a special advanced program just for CSP/CPAEs and/or have a CSP/CPAE Panel on the program to share their expertise.
- Recognition - Recognized CSP/CPAEs at each meeting (along with any other VIPs)

Established Members are potential future leaders!

- Involve Them – Invite Established Members to participate on the chapter program and/or on committees. They can be a presenter, an introducer, a mentor, do “meet the pros”, use them as greeters, to present the safety message, do the invocation, be the MC, help with registration, be the AV coordinator, etc. The key is to ask them!

Newer Members

Newer Members Get them engaged/involved as soon as possible

- Create a Buddy System – pair up newer members with established and seasoned members
- Involved Them - Give unknown & unseen member and opportunity to be involved. Spread the “FACE Time” among as many members as possible, use them as greeters, to present the safety message, do the invocation, be an introducer, be the MC, help with registration, be the AV coordinator, etc. Get them involved on committees as soon as possible

83 Ways to Show You Care©

1. Smile
2. Be pleasant
3. Greet by name
4. Send a note
5. Treat to a beverage
6. Say “Good Morning”
7. Take time to explain
8. Hold a rap-session
9. Give additional responsibility
10. Never bad-mouth
11. Give emotional support or a hug
12. Ask, “How are you?” – and—
13. ...Wait for an answer
14. Call them
15. Have a picnic
16. Send a valentine
17. Remember them in your prayers
18. Send them a poem that reminds you of them
19. Treat to an ice cream cone
20. Accept them
21. Be honest, even if it hurts
22. Write a thank you note
23. Say “I miss you”
24. Send flowers (!) or one flower anyway
25. Spend time with them
26. Help them with a project
27. Ask them out to lunch
28. Say “You’re special”
29. Don’t take for granted
30. Give a warm fuzzy
31. Drop them a line
32. Listen
33. Pat on the back
34. Admit you don’t know an answer
35. Respect them
36. Wink
37. Accept their compliment
38. Recognize and accommodate personal needs
39. Help develop self confidence
40. Challenge
41. Accept criticism
42. Be supportive
43. Say “Good Afternoon”
44. Accept suggestions
45. Honor preferences
46. Be real
47. Spend time
48. Order a pizza
49. Say “Hell-o”
50. Invite them for popcorn
51. Share responsibility
52. Compliment
53. Express emotions
54. Be considerate
55. Share concerns
56. Share necessary information
57. Offer a shoulder
58. Plan time together
59. Show trust
60. Give a little gift (of thoughtfulness)
61. Share ideas
62. Be approachable
63. Enforce rules
64. Give alternatives
65. Be fair
66. Don’t give advice
67. Ask questions
68. Be consistent
69. Provide feedback
70. Laugh with them
71. Think things through
72. Be flexible
73. Share a joke
74. Introduce them to others
75. Get them involved
76. Be a friend
77. Believe them
78. Believe in them
79. Be (don’t act) genuinely concerned
80. Let them be one of your family
81. Encourage them, especially when they are down
82. Stick up for them
83. Publicly recognize them