Stages of a Membership Acquisition Campaign

6-27-22

Client Roundtable

Stage 1: ASK - CAPTURE - ACT on individuals' unique needs and connect them with your value proposition.

Ways to phrase the question to initiate a conversation:

- What's most important to you this year?
- What need is top of mind for you right now?
- What would you like to do next? [if recently engaged with event/service]
- How can we help you achieve your goals?

PRO TIPS:

1. The source of these leads matters, and will impact the tone and approach of this question.
2. Phrase the response options as goals (networking, professional development, etc.) and not benefits or program names.

Stage 2: Ask them if they’re interested in joining.

This will help you immediately serve those that have been thinking about joining, find out hesitancies, and remove individuals that have zero interest or intent of joining.

Questions to ask:

- Are you interested in joining ____ as a member?
- Do you plan to join?
- Would you be interested in learning more about _____ membership?
- Would you consider joining?

Stage 3: Deepen the relationship and engagement.

Questions to help you better connect with their needs and interests:

- Which of the following is most important to you/your business?
- On a scale of 1-5, how important is _____ to you or your business?
- What industry issue keeps you up at night?

PRO TIP:

This is a perfect opportunity to focus on non-dues revenue opportunities (other programs/resources) if membership may not be a great fit for that individual!

Stage 4: Uncover any hesitancies or barriers.

This will help you respond via automation or through 1-on-1 conversation for prospects who have been on the fence, and will help you further narrow down who is a viable prospect vs. those who aren't a good fit.

Questions to ask:

- Why have you hesitated to join?
- What is holding you back from joining?
- What else could we offer to encourage you to join our community?
- Is there anything we can do to help you join?

Some Additional Tips

1. **Have check-ins come from a particular person on your team.**
2. **Be mindful of the source of your lead and acknowledge it in your email.**
    a. If they attended an event: “I’m so glad you were able to join us for ____!”
    b. If they signed up on your website: “I want to personally welcome you to our community of _____ professionals/businesses!”
    c. If you acquired the list but haven’t engaged with these individuals previously: “I want to reach out to introduce myself and [association]”
3. **Value the opportunity a “no” provides you.**
4. **Use branch questions to learn more about their response.**
5. **Automate the follow-up by creating nurture campaigns.**

Example: New Website Account Member Acquisition

Question

What is your primary reason for creating an account on NGWA.org today?

Response Type: Multiple Choice

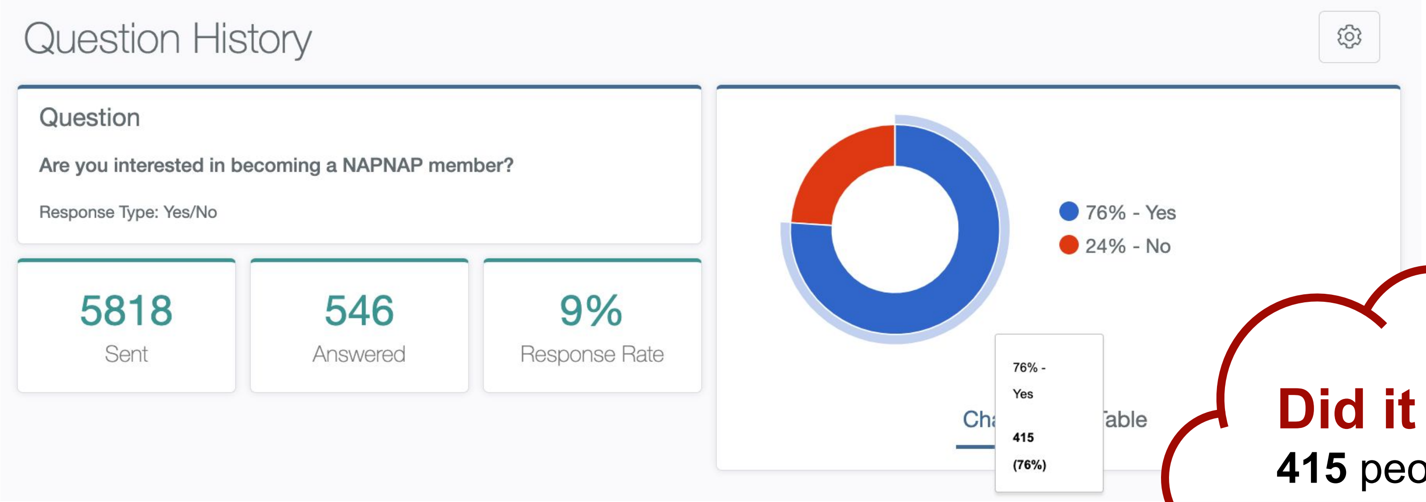
806	228	28%
Sent	Answered	Response Rate

- 28% - I want to attend Groundwater Week
- 19% - I want to sign up for an education event
- 17% - I want to be an NGWA Member
- 14% - I want to become certified
- 12% - Something else not listed
- 9% - I want to receive NGWA publications

Did it work?

Campaign resulted in 63 new and reinstated memberships
(individual and organizational)

Example: Acquisition Campaign with Nurture



1. Are you still interested in joining?
2. What is your professional status?
3. What is your favorite city for a conference?
4. What is keeping you from joining?

Did it work?

415 people said “yes”
78 joined
19% conversion