

The background of the slide is a detailed architectural blueprint of a building's structural frame. It features a complex network of lines representing beams, columns, and stairs, with various numerical dimensions and annotations scattered throughout. The blueprint is rendered in a light gray color, providing a technical and professional aesthetic.

# **A Blueprint for Understanding Why Members Join and Why they Stay**

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**ABA Bar Leadership Institute 2009**

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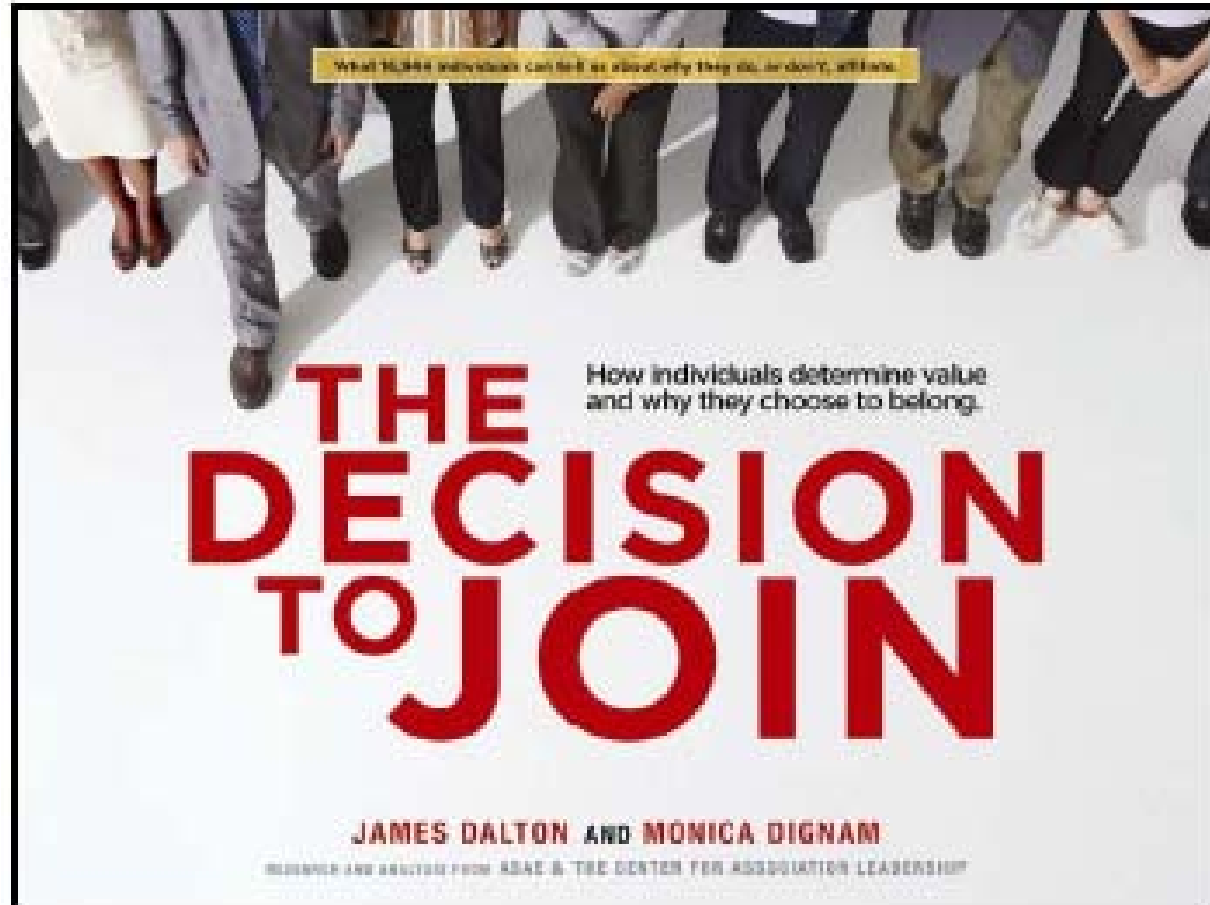
**Presented by Stuart Meyer**

Marketing, Membership and Communications Officer

Emergency Nurses Association

# A Blueprint for Understanding Why Members Join and Why they Stay

## 2006-2007



*ABA Bar Leadership  
Institute 2009*

## ASAE Decision to Join Study – Why Member Join

### 8 Strategic Implications and Solutions

#### 1) Exploring a Possible Board Fallacy

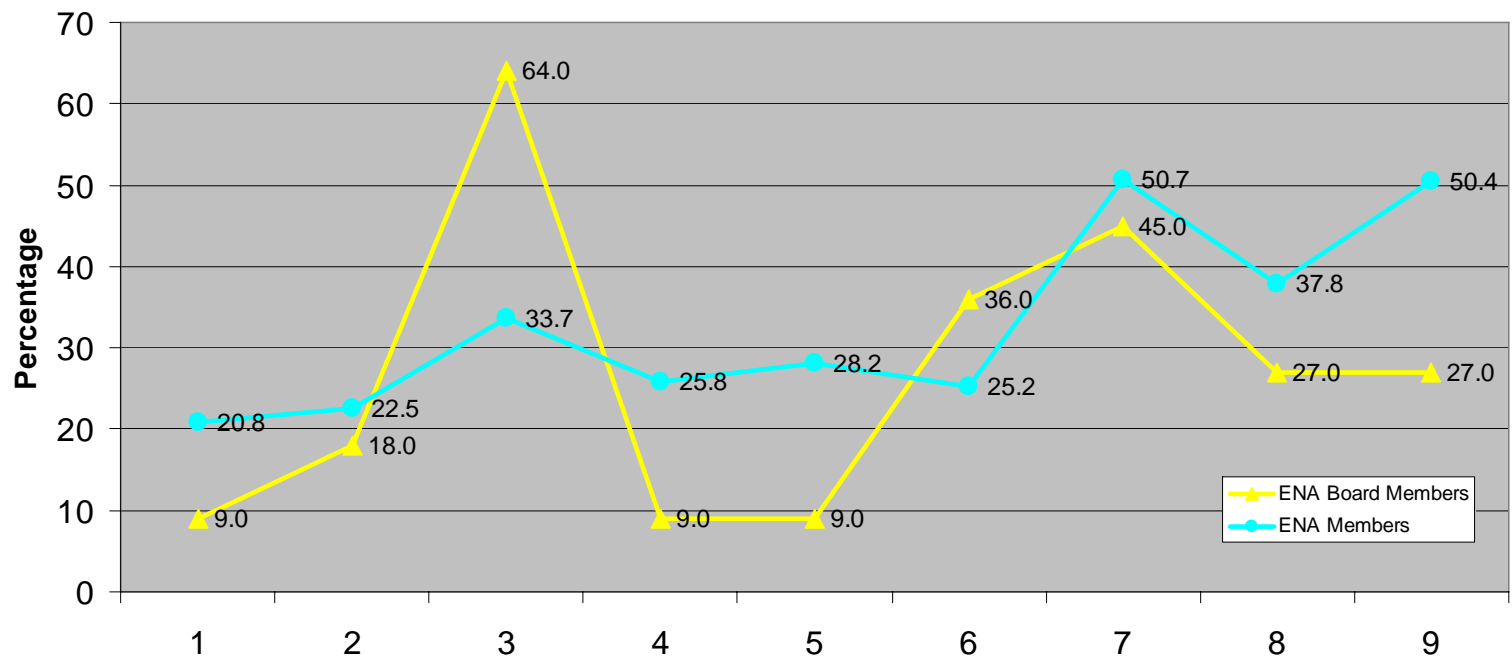
- **Implication:** *Decision to Join* suggests that association Boards may not be in sync when it comes to knowing the needs/wants of rank-and-file members.
- **Solution:** Place greater emphasis on environmental scanning, market research and data-driven strategies/initiatives as part of the strategic planning process.

# A Blueprint for Understanding Why Members Join and Why they Stay

## ASAE Decision to Join Study – Why Member Join

# 8 Strategic Implications and Solutions

What do you think are the most important functions of an association?



## ASAE Decision to Join Study – Why Member Join

### 8 Strategic Implications and Solutions

#### 2) The One-Size-Does-Not-Fit All Model

- **Implication:** *Decision to Join* gap analysis illuminates the disparate needs and satisfaction levels amongst specific member sub-groups, such as career level.
- **Solution:** Develop unique value propositions and strategies for key sub-groups of membership, using needs assessments and gap analysis to target “at-risk” membership segments.

## ASAE Decision to Join Study – Why Member Join

### 8 Strategic Implications and Solutions

#### 3) Scaling the Ivory Tower of Academia

- **Implication:** *Decision to Join* reveals the often overlooked role of academics in association promotion and participation.
- **Solution:** Develop targeted recruitment and engagement strategies for achieving the expanded participation and advocacy of members in the academic realm.

## ASAE Decision to Join Study – Why Member Join

### 8 Strategic Implications and Solutions

#### 4) If it's for the Good-of-the-Order, it's Good for the Member

- **Implication:** *Decision to Join* suggests that “Good-of- the-Order” benefits to the profession are as important as personal benefits in terms of membership value.
- **Solution:** Expand activity and internal awareness of legislative and regulatory advocacy as well as promotion of positive image and professional standards.

## ASAE Decision to Join Study – Why Member Join

### 8 Strategic Implications and Solutions

#### 5) The Behavioral Economics of Membership Dues

- **Implication:** For ENA, *Decision to Join* revealed that 89.2% of our members pay for their own dues compared to the overall response group at 50%.
- **Solution:** In considering strategies to create/expand employer-paid group membership programs, carefully consider the behavioral economics principle of personal/emotional investment.

## ASAE Decision to Join Study – Why Member Join

### 8 Strategic Implications and Solutions

#### 6) The Power of Adhocracy

- **Implication:** *Decision to Join* suggests that single task and ad hoc volunteers not only perceive greater membership value but also are more likely to be “promoters”.
- **Solution:** Achieve a stronger emotional investment/emotional value proposition by turning traditional notions of participation upside-down in leveraging technology to expand opportunities for member participation and interaction.

## ASAE Decision to Join Study – Why Member Join

### 8 Strategic Implications and Solutions

#### 7) The Evolving Significance of Generational Social Interaction

- **Implication:** *Decision to Join* reveals a progressive upward trend in the importance of peer-to-peer networking.
- **Solution:** Technology, especially interactive social media networking, is the key to understanding this trend and leveraging opportunity, especially with Millennials (under 30).

## ASAE Decision to Join Study – Why Member Join

### 8 Strategic Implications and Solutions

#### 8) Is There a Future for Membership Associations?

- **Implication:** *Decision to Join* shows the overwhelming majority of respondents indicating there will be a greater or at least the same need for associations in five years.
- **Solution:** The key will be to build upon the lessons of *Decision to Join* in facilitating the evolution of your traditional association model into one of greater relevancy at all levels and expanding the breadth and depth of member engagement/participation.



# Bridge to Retention

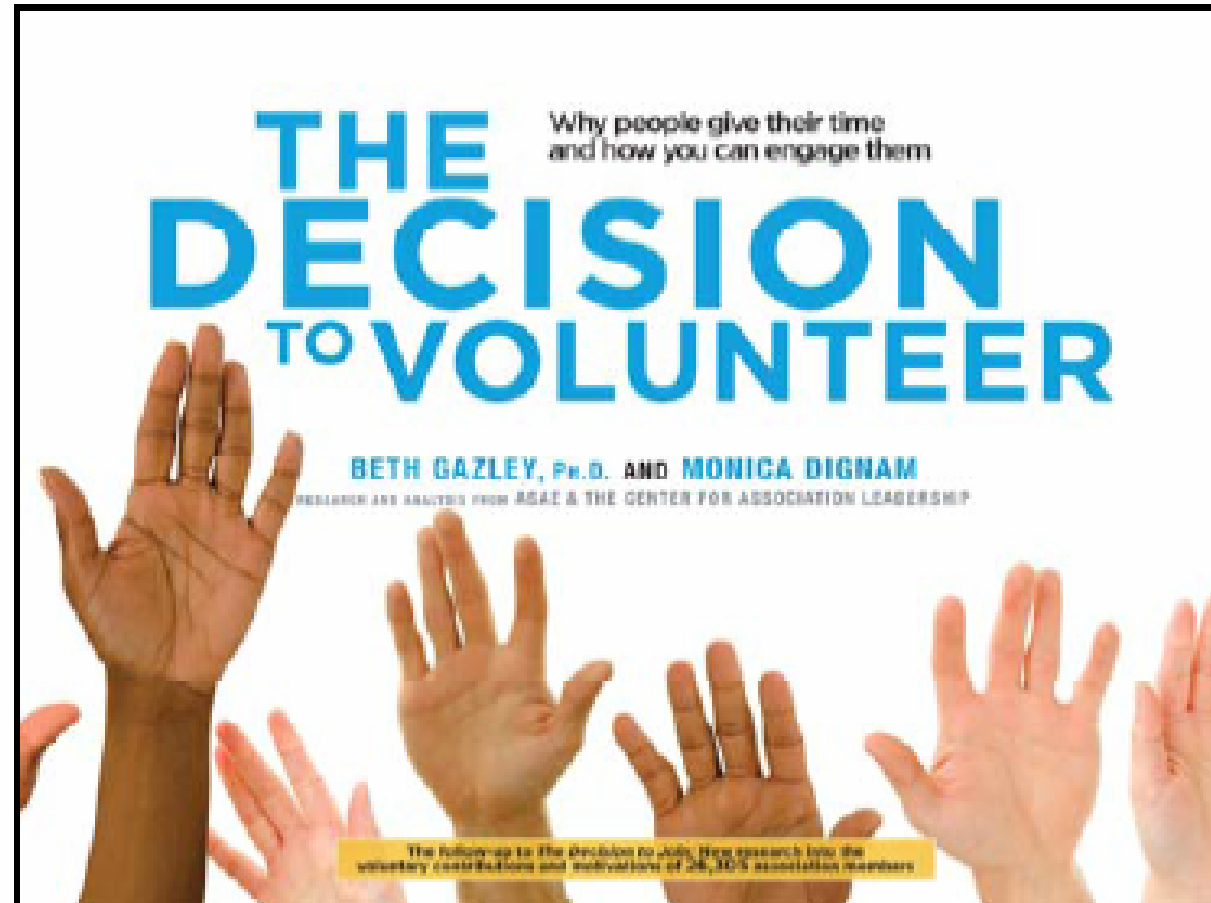
**Ad Hoc Involvement:** Single task ad hoc volunteers not only perceive greater membership value but also are more likely be “promoters” of the association.

**Levels of Involvement:** As levels of volunteer involvement increase, so does the level of retention, loyalty, scope of volunteer involvement and promoter status.

# A Blueprint for Understanding Why Members Join and Why they Stay

ASAE Decision to Volunteer Study – Why Members Stay

## 2007-2008



*ABA Bar Leadership  
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# A Blueprint for Understanding Why Members Join and Why they Stay

## ASAE Decision to Volunteer Study – Why Members Stay

### 1) Volunteer Engagement

**Key Insight:** Association members are highly engaged people who reserve many of their volunteer hours for community organizations, which presents a challenge for association volunteerism.

#### **Ideas-for-Action**

- Consider non-practice related community service projects to bring members together to invest not only in a good cause, but also in each other.
- Create a variety of volunteer opportunities requiring a nominal time commitment as a means to “activate” non-volunteer members.

# A Blueprint for Understanding Why Members Join and Why they Stay

## ASAE Decision to Volunteer Study – Why Members Stay

### 2) Values Drive Choices

**Key Insight:** The most common reason cited for association volunteer service is the desire to help others, to create a better society, to contribute to something bigger than themselves and to build a strong profession.

#### **Ideas-for-Action**

- Continually promote and emphasize the greater good in all volunteer activities.
- Articulate the resulting impact of volunteer activities when reporting actions and recognizing volunteers.

## ASAE Decision to Volunteer Study – Why Members Stay

### 3) The Power of Direct Ask

**Key Insight:** Singling out and directly asking individuals to volunteer is far more effective than passive recruitment techniques, such as email blasts and web postings.

#### **Ideas-for-Action**

- Use phone trees as a means to focus on one-on-one volunteer recruitment for volunteer activities and assignments.
- Host an annual volunteer fair as a means to attract members to learn more about upcoming volunteer activities and assignments via one-on-one interaction.
- Host a volunteer recruitment drive as a means to encourage one-on-one interaction to discuss specific opportunities.

# A Blueprint for Understanding Why Members Join and Why they Stay

## ASAE Decision to Volunteer Study – Why Members Stay

### **4) The Power of Meaningful Experiences**

**Key Insight:** Association volunteers expect to be involved effectively. Expectations vary according to career stage and “one-size-fits-all” models should be replaced by a **variety of flexible volunteer opportunities.**

#### **Ideas-for-Action**

- Create an inventory of all current and prospective volunteer opportunities categorized by topic, time requirement and location.
- Don't forget to consider the many opportunities for “virtual volunteering” via online collaboration and interaction, such as writing and mentoring.
- Create volunteer profiles for members which includes interest, expertise, availability and preferred activity type.

## ASAE Decision to Volunteer Study – Why Members Stay

### 5) Involving Younger Generations

**Key Insight:** Though less experienced, Gen X and Millennial members are eager and believe more strongly than previous generations in the importance of volunteering.

#### Ideas-for-Action

- By whatever means, find some way to engage younger members in volunteer activity regardless of their limited expertise.
- Younger generations may be more inclined to engage in virtual volunteering and social web activities, especially student nurses.
- Create a role in executive leadership for one or more younger members to ensure generational perspective in decisions and planning.

## ASAE Decision to Volunteer Study – Why Members Stay

### 6) The Professional Benefit

**Key Insight:** Many association members view volunteering as a member benefit and see their association volunteer work as something that has made them better professionals.

#### **Ideas-for-Action**

- Acquire and share member testimonials on how bar volunteer work has impacted their career.
- Incorporate career enhancing volunteer opportunities as a key benefit of bar membership in recruiting new members.

# A Blueprint for Understanding Why Members Join and Why they Stay

## ASAE Decision to Volunteer Study – Why Members Stay

### 7) Recognizing “Ad Hoc” Volunteers

**Key Insight:** Most association volunteers perform low-profile services, such as mentoring and member recruitment; however, we must not assume that these individuals require less recognition than a volunteer leader or board member.

#### **Ideas-for-Action**

- Identify all opportunities to recognize all volunteers by name and activity, both verbally and in published form.
- Consider an annual volunteer recognition event, which recognizes volunteers individually and by activity.
- Make recognition equitable across all levels of involvement.

## ASAE Decision to Volunteer Study – Why Members Stay

### **8) How to Discourage Volunteers**

**Key Insight:** Many of the reasons members do not volunteer are within the association's power to address. Below is a ranking of the top 3 ways to discourage volunteers:

- 1) Provide no information whatsoever about volunteer opportunities
- 2) Never ask them to volunteer
- 3) Keep shorter-term assignments and flexible volunteer options an absolute secret.

#### **Ideas-for-Action**

- Audit all existing and prospective volunteer opportunities, placing an emphasis on activities requiring short-term involvement.
- Create an "inventory" list of all opportunities identified above.
- Regularly communicate all volunteer opportunities.

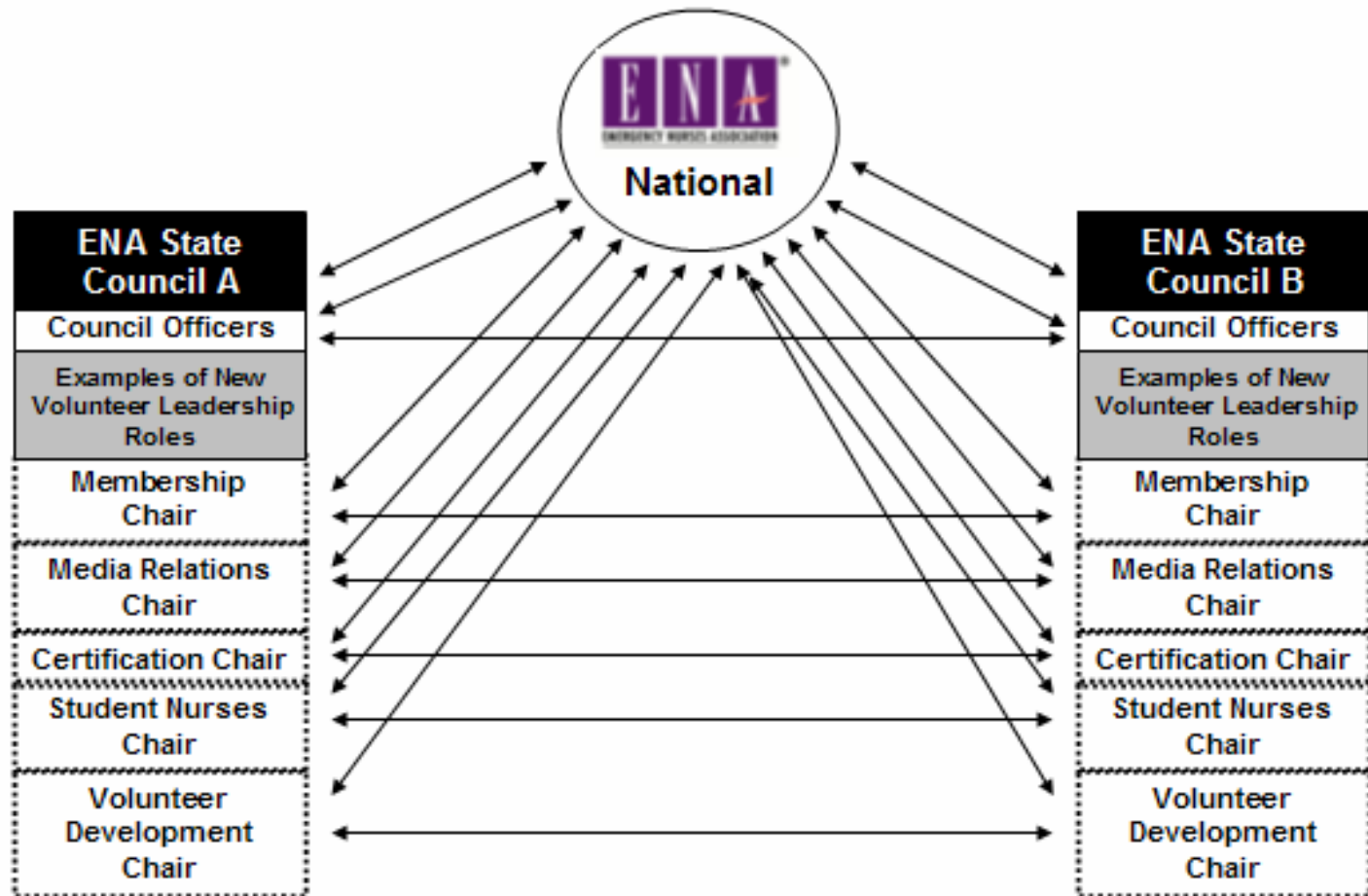
## **ENA State Volunteer Leadership Network**

### **A Local, State and National ENA Volunteer Strategy**

- Improve ability to delegate
- National network for 24/7 practice sharing and inquiry
- Expansion of opportunities for volunteer involvement
- Creation of pipeline for future state leaders
- Strengthens ENA, as a whole, through continuity and coordination of activities across the country

# A Blueprint for Understanding Why Members Join and Why they Stay

## ENA State Volunteer Leadership Network



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# A Blueprint for Understanding Why Members Join and Why they Stay

## 4 Strategies for Recession-Proofing Your Organization

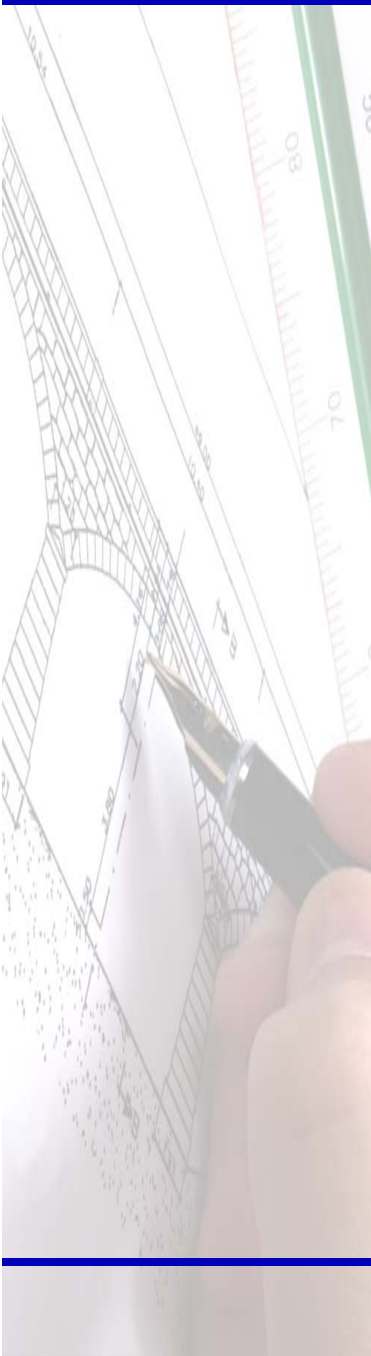
**STRATEGY #1** – Implement a “Call-to-Action” Messaging Strategy at All Levels

**STRATEGY #2** – Place Strong Emphasis on the Value of Membership Networks and Resources

**STRATEGY #2** - Master the Art of the Emotional Value Proposition

**STRATEGY #4** - Leverage Volunteerism as a Recession-Proofing Strategy

## A Blueprint for Understanding Why Members Join and Why they Stay

A hand holding a pen is drawing on a blueprint. A ruler is visible in the background, showing measurements like 70 and 80. The blueprint features a grid and various lines, including a prominent arch-like structure.

*“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.”*

*- Maya Angelou*

# Questions?

