Promoting the Value of Membership

NCSE 2012

Workshop Session 4 (Saturday, July 15th, 10:15-11:15 AM, Alvarado B)

Agenda

- Fresh data from the 2012 study
- Changes in the way members value membership
  - Why do teachers join? Why do they renew?
  - Sought values, sought needs
  - Retention strategies and barriers to renewal
- The High Net Promoter
- Science Education Market Information
- Marketing 101: theory of 7 exposures
  - Benefits vs. Features—how to stay "top-of-mind" (A Story about a Drill)
  - Different marketing channels and choosing them
  - Basics of direct response: 60-30-10 rule?
- Social Media Online—Web 2.0

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Fresh data from 2012 Study

CHANGE IN MEMBERSHIP OVER PAST ONE YEAR				
	2012 (N = 689)	2011 (N = 642)	2010 (N = 405)	2009 (N = 331)
Percentage Increased Overall	52%	49%	36%	45%
Percentage Unchanged Overall	16%	16%	14%	16%
Percentage Declined Overall	29%	34%	48%	35%
Percentage Unsure	3%	2%	3%	5%

Membership organizations reported an increase in membership numbers in the recently released *2012 Membership Marketing Benchmarking Report.*

Of the responding association executives, 60% report an increase in the acquisition of new members over the past year. These results come on top of a strong 2011 when 57% of respondents said that they had an increase in new members.

Fresh data from 2012 Study

CHANGE IN RENEWAL RATE OVER PAST YEAR				
	2012 (N = 683)	2011 (N = 638)	2010 (N = 403)	2009 (N = 326)
Percentage Increased Overall	36%	32%	21%	22%
Percentage Unchanged Overall	33%	37%	27%	39%
Percentage Declined Overall	22%	24%	44%	31%
Percentage Unsure	10%	7%	8%	9%

Survey results also highlight an increase in membership renewals over the past year, with 36% of respondents saying that they have had an increase in overall renewal rates.

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AREAS OF ENGAGEMENT												
	N	0%	1%-5%	6%-10%	11%-15%	16%-20%	21%-30%	31%-40%	41%-50%	Over 50%	N/A	Mean
Attend your annual conference/trade show	644	1%	12%	13%	11%	12%	11%	11%	6%	10%	12%	23%
Attend at least one of your professional development meetings	663	1%	12%	13%	10%	9%	10%	9%	6%	9%	23%	23%
Acquire or maintain a certification with your organization	666	2%	9%	6%	6%	5%	4%	3%	2%	8%	57%	22%
Attend at least one of your webinars	658	2%	15%	14%	9%	8%	6%	2%	4%	4%	36%	17%
Purchase a non-dues product (other than previously checked)	655	2%	18%	11%	9%	8%	8%	3%	3%	6%	33%	17%
Purchase a non-dues service (other than previously checked)	658	3%	17%	11%	9%	7%	6%	3%	4%	6%	36%	17%
Purchase or maintain insurance through your organization	658	2%	14%	5%	3%	3%	2%	2%	1%	3%	64%	15%
Purchase a book or directory	653	2%	19%	10%	6%	5%	5%	3%	2%	3%	46%	14%
Participate in your public social network	666	3%	25%	21%	13%	10%	8%	5%	3%	3%	10%	14%
Participate in your private social network	660	3%	20%	13%	7%	6%	5%	4%	3%	2%	38%	14%
Upgrade their membership	658	2%	16%	8%	6%	3%	1%	1%	2%	3%	58%	13%
Volunteer within your organization	664	2%	32%	21%	14%	11%	7%	4%	2%	2%	7%	12%
Donate to your association foundation or PAC	662	3%	23%	13%	6%	5%	2%	2%	1%	2%	42%	11%
Participate in your young professional program	656	2%	16%	8%	4%	2%	2%	1%	1%	1%	67%	8%
Participate in your mentoring program	661	4%	18%	5%	3%	2%	2%	1%	1%	1%	66%	8%

Blue: At least 10% of associations report that more than 40% of members are engaged in an activity
Red: About one-quarter of associations report that 5% or fewer members are engaged in an activity

- Associations that report an increase in overall membership growth are statistically more likely to report having higher levels of engagement.

- Similar to the 2011 study, the three most member-engaging activities include attending the annual conference/trade show, attending at least one professional development course or meeting, and acquiring or maintaining a certification with the association.

COMMUNICATION METHODS USED TO ONBOARD NEW MEMBERS				
	2012 (N = 685)	2011 (N = 643)	2010 (N = 402)	2009 (N = 337)
Email welcome	72%	71%	72%	62%
Mailed welcome kit	64%	67%	68%	83%
Membership card or certificate	51%	51%	59%	58%
Volunteer or staff welcome phone call	29%	30%	32%	26%
In-person new-member reception or orientation	25%	23%	20%	19%
New-member introductory email series	25%	25%	27%	14%
Special discounts on purchases	24%	23%	23%	17%
Invite to chapter meeting	22%	18%	25%	23%
New-member newsletter (print or electronic)	16%	15%	20%	11%
New-member survey	16%	17%	18%	20%
New-member gift (e.g., gift card, calendar, notepad)	12%	11%	--	--
Custom new-member renewal series	10%	10%	11%	7%
Telemarketing welcome phone call	10%	12%	10%	4%
New-member webinars	9%	N/A	N/A	N/A
Early or "at-birth" renewal	4%	5%	4%	2%
No special communication	3%	2%	2%	2%
Other	3%	5%	5%	8%

Blue: Top onboarding communication method

☐ Top three reasons members join.

- An email welcome, mailed welcome kit, and a membership card or certificate remain the most popular communications methods used to onboard new members. However, fewer associations report using the mailed welcome kit and the membership card or certificate compared to previous studies.

- Data also indicate that associations with renewal rates at or above 80% are significantly more likely to report using a mailed welcome kit, volunteer or staff welcome phone call, and/or an in-person new-member reception or orientation.

- 22% of associations invite their new members to a chapter meeting as a means of engagement. Interestingly, we found that associations without chapter membership are more likely to have a renewal rate of 80% or better.

What are the membership trends in your Chapter or Associated Group?

A. Increasing

B. Decreasing

C. Flat; no significant growth or decline

Why do people join?

- **Sought Needs & Values**
  - Information (one-way and two-way)
  - Advocacy
  - Community—sense of "belonging"
  - Professional Obligation
  - Networking

REASONS MEMBERS JOIN ASSOCIATION				
	2012 (N = 684)	2011 (N = 641)	2010 (N = 400)	2009 (N = 303)
Networking with others in the field	22%	25%	24%	22%
Access to specialized and/or current information	12%	14%	13%	23%
Advocacy	12%	10%	11%	N/A
Continuing education	8%	7%	11%	5%
Learning best practices in their profession	7%	7%	9%	8%
Accreditation or certification	5%	4%	4%	2%
Discounts on products or meeting purchases	5%	5%	6%	9%
Association publications	4%	3%	6%	3%
Conferences/trade shows	4%	5%	N/A	N/A
Prestige of belonging to the association	4%	5%	N/A	N/A
Access to industry thought leaders	2%	1%	N/A	N/A
Advancing in their position	2%	2%	2%	4%
Members-only education	2%	N/A	N/A	N/A
Access to career resources	1%	1%	3%	1%
Access to industry benchmark studies	1%	1%	1%	N/A
Insurance (Affinity programs)	1%	1%	N/A	N/A
Not sure	1%	1%	2%	N/A
Other	6%	8%	9%	10%

Blue: Top membership driver

Top three reasons members join.

○ Networking with others in the field is still considered the top reason why association executives believe members join their organization (22%).

○ Access to specialized or current industry information and the support of advocacy efforts are also reported as reasons why members join associations.

Why do members renew?

- Continuity of benefits
- Professional recognition
- Professional advancement
- Feeling of being valued by organization

Membership Retention

What is your retention strategy?

How many paper invoices?

How many emails?
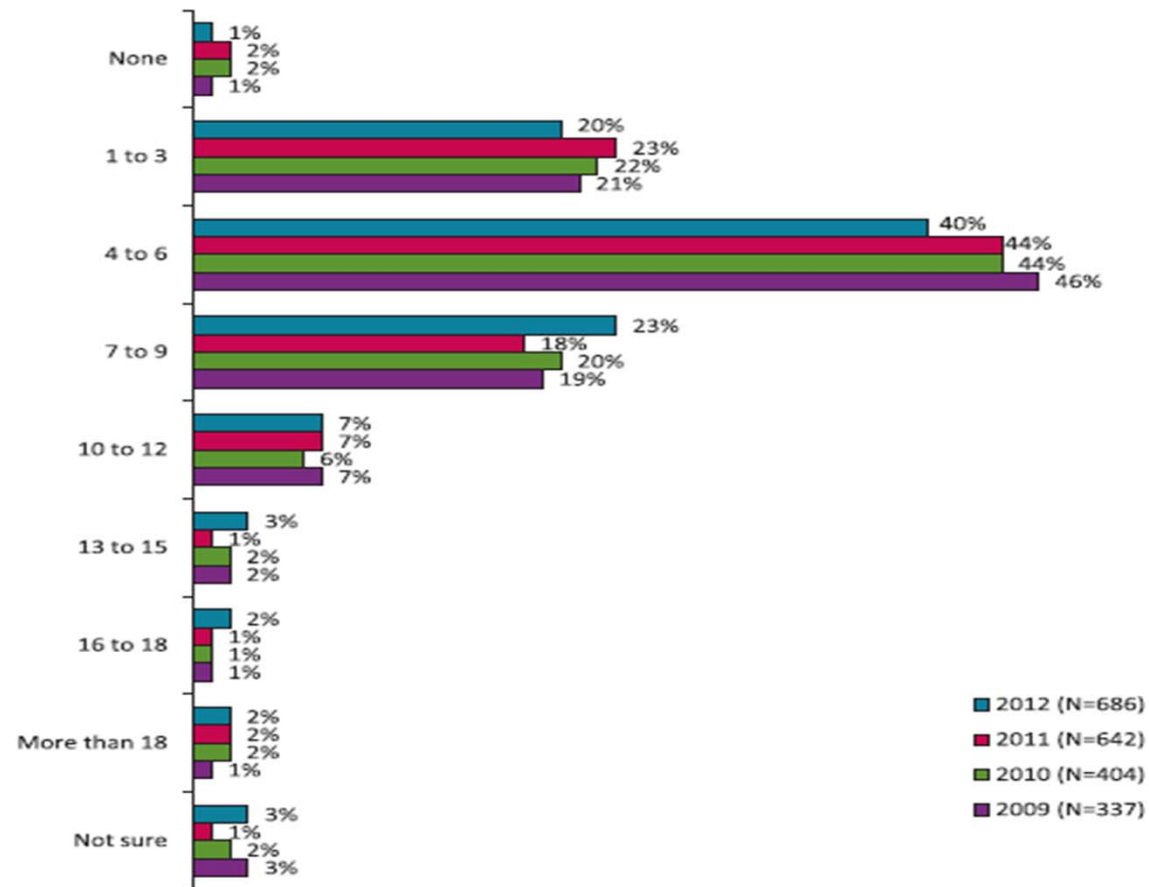
How many FaceBook posts?

How many phone calls?

How many...?

- Although not statistically significant, we also found the following engagement activities to be associated with having a renewal rate of 80% or higher: acquiring/maintaining certification, attending at least one professional development meeting, and attending at least one webinar.

- Activities with the lowest amount of member engagement include participating in the association's social network (public or private), volunteering with the organization, or donating to the association foundation or PAC.

- Surprisingly, associations with less than an 80% renewal rate report a higher number of members engage in their public social network than those associations reporting a renewal rate of 80% or above.

How many membership renewal CONTACTS (such as mailings, emails, phone calls) do you have in your renewal series?

Contacts	2012 (N=686)	2011 (N=642)	2010 (N=404)	2009 (N=337)
None	1%	2%	2%	1%
1 to 3	20%	23%	22%	21%
4 to 6	40%	44%	44%	46%
7 to 9	23%	18%	20%	19%
10 to 12	7%	7%	6%	7%
13 to 15	3%	1%	2%	2%
16 to 18	2%	1%	1%	1%
More than 18	2%	2%	2%	1%
Not sure	3%	1%	2%	3%

Legend:
- 2012 (N=686)
- 2011 (N=642)
- 2010 (N=404)
- 2009 (N=337)

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Why do people Join NSTA?

New Joiner Survey

I joined NSTA at this time because...?

Answer Options	Response Percent	Response Count
My professor required us to get journal articles or other NSTA member-only resources for a course I'm in	10.4%	17
I wanted to obtain all journal articles for free from the NSTA Learning Center	23.9%	39
I wanted access to over 19,000 vetted webpages through SciLinks	23.3%	38
The school year was starting	0.0%	0
Personal funds just became available	6.7%	11
School funds just became available	4.3%	7
NSTA offered special discounts that made membership more affordable	16.6%	27
I wanted to pay less (member discount) for NSTA Press books and "Gear"	12.3%	20
I wanted to pay less (member discount) for registration at an NSTA conference	16.0%	26
It was recommended to me by a colleague, a principal, or one of my professors	30.1%	49
I wanted to network online (NSTA listserves, discussion forums, social media) with colleagues to share and get ideas and advice	28.2%	46
I wanted to subscribe to one or more of the NSTA member journals	30.1%	49
I wanted to make myself aware of what is happening nationally in science education (Frameworks, Standards, etc.)	58.9%	96
None of the above	6.1%	10
Other (please specify)		21
answered question		163
skipped question		0

Why do members NOT renew?

- "Cost" and "Time" as smokescreen—what's really going on?
- Customer Service misstep
- No longer values the resources—why?
- Doesn't see a positive "value exchange"

The High Net Promoter

- On a scale of 1 to 10, how likely are you to recommend membership in this association to a colleague or friend?

- Those who answer with a 9 or a 10 are high net promoters

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Membership Marketing 101

- Theory of 7 exposures (multi-channel whenever possible

- Average of 4 seconds-to-decision to open direct mail

- Average of less than 2 seconds-to-decision to open e-mail

Benefits Vs. Features

- Feature: an aspect of membership in your association.
  - Example: "we put on a conference"
- Benefit: put yourself in the shoes of the member—"If you go to our conference, at the end of it, you will…?"
- The Drill Story

Marketing Channels

- Direct Mail
- E-mail—how much can you do from your desktop vs. getting a service? (Lyris, etc.)
- Telemarketing
- Advertising—internal and external
- Web-based, or "pull" marketing
- "permission-based" marketing
- Social Media

Marketing Strategy Planning Template

company name _____

product | service _____

WHO	BUYER PERSONA	1 ::	2 ::
	Description Who is this person? What problems does this buyer have?		
WHAT	**Problems you solve for this buyer?** Why are they buying from you?		
	Actions you'd like them to take Enquire, order, buy, connect etc.		
WHY	**How are you remarkable?** What value do you bring?		
	Proof Credibility indicators, guarantees, testimonials etc.		
WHERE	**Where are they?** Google, blogs, Facebook, Twitter etc.		
HOW	**Your company personality** What kind of company are you?		
	Creative Look and feel		
	Tone of voice Language you'd use		
	Keyword phrases? What buyers type into Google		
	Marketing tactics & Content strategy Blog, Twitter, YouTube, email newsletter, Google Ads, e-books, webinars, podcasts, etc.		

WHEN	Things to do today	Things to do next week	Things to do next month
	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
	3. _____	3. _____	3. _____

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Attribute	Why it's important	Data Location	How you should measure
Net Promoter Score	This is the mainstay of customer satisfaction measurement and shouldn't go away. It's easily understood, well documented, and is a useful metric to overall 'referral intention'. (Intention doesn't measure actual behavior, just the likelehood you would)	Support exit surveys, primary research surveys, work with Satmetrics, the owners of this methodology	1-10 Referral score: Promoters (9-10 rating), Passives (7-8 rating), and Detractors (0-6 rating)
Influence (Absolute)	To determine if a customer is influential to others, such as celebrities, top bloggers, analysts and media. This doesn't necessarily mean however they are trusted by your specific market.	There are a variety of secondary sources such as brand monitoring firms, like Buzzlogic, Radian6, as well as reputation management systems like Rapleaf. Your PR firm will have this list of absolute influencers, and their Twitter/blog/RSS numbers are good indicators	Total possible reach, frequency of publication.
Influence (Relative)	These are individuals that are 'experts' in your particular market. While they may not have mainstream appeal, they may influence consumers directly. For example, bloggers that write a dedicated blog to your market, or super reviewers that provide detailed reviews about your products in online sites	Online communities, Technorati data, and brand monitoring firms	Unlike Absolute Influence, we're looking for depth –not breadth of ability. Look for how detailed, knowledgeable and how much they engage with prospects and consumers.
Advocacy (Intention)	Data that indicates a prospect is 'willing' to purchase, but has not yet. The difference here is that they do so in public.	Wish lists, shopping carts, or intention based data sources like Plancast, Facebook Events, Tripit, Dopplr.	This data is difficult to get, as it's currently not aggregated. Expects Social CRM systems to emerge that will help to assemble all this data around a single profile.
Advocacy (Purchase, or Post Purchase)	This is the most key measure, as it measures when customers actually explicitly share with others that they have purchased a product, and may have posted an opinion, influencing others.	A variety of locations like Twitter, review sites, blogs, and social networks. See how vertical based review sites are emerging like GDGT, where consumers share their technology products with their peers, influencing purchase behavior.	Since you've already factored in their influence from above, you'll add sentiment and accuracy.
Referral Activity	The absolute measure if a single individual or community has caused others to buy.	Referral codes in eCommerce systems, or surveys at point of sale, or special tracking tools from existing web analytics tools (cookies, 1X1 pixels, etc)	Provide advocates with referral codes, so they can encourage their friends to buy, or special tracking features to ensure an accurate measurement.
SUM	Total Social Customer Value attempts to measure the entire value of customer satisfaction, influence, and advocacy in both intention and historical data types	While still early, expect this data to be collected into a social CRM system, then be exported to business intelligence software systems like SAS, Qlikview, Oracle, SAP, Microstrategy, and others	Adding all these factorials will develop a more accurate view of social customers

Direct Response Basics

- 60-30-10 Rule
- 60% of your time understanding your audience—how clean and current is your *list*?
  - How do you select prospect lists? How do you prospect? How do you profile a good prospect?
- 30% of your time on the *offer*—what are they seeking in a value exchange from your organization?
- 10% of your time on the *creative*—if you've taken care of the list and the offer, the creative (almost) takes care of itself!

Why bother with social media? Those FIENDISH people at the Lego Company!
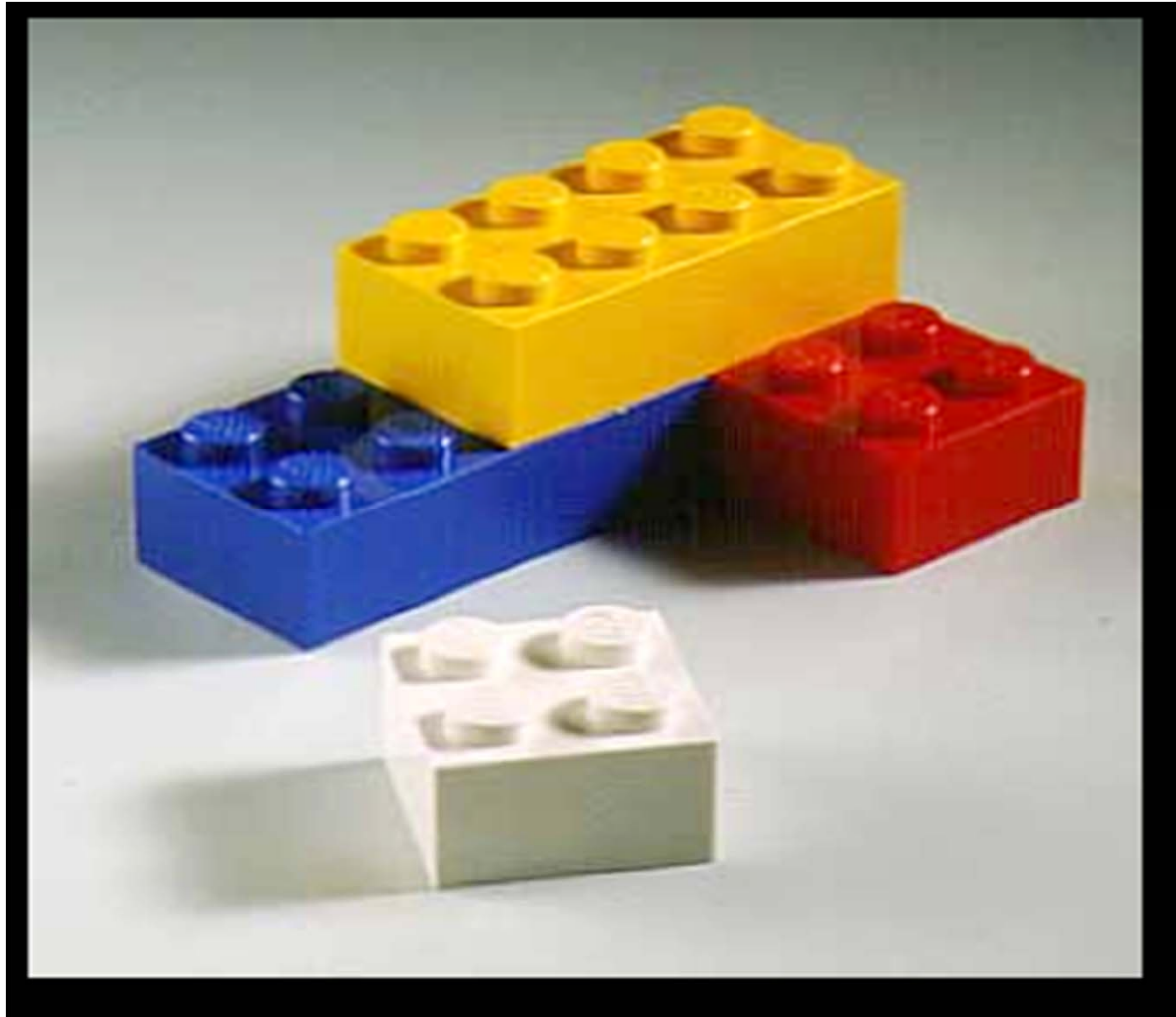
How do you build your prospect lists?

A. Teachers fill out cards at conferences and other meetings

B. I network with administrators and see if they will loan me their contact list for a one time solicitation

C. I just use our lapsed member list

D. Other

Q & A

THANK YOU!

- Go forth and grow and retain your membership!

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