



 Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD

Retention

Keep Your Members Coming Back for More!

June 2018

TODAY'S PROGRAM

- What does HQ send to renewing members?
- Why do members leave?
- Why do members renew?
- Your Chapter Retention plan?



Cindy Stanley
AFWA Executive Director



Debi Williams
AFWA Director of Operations

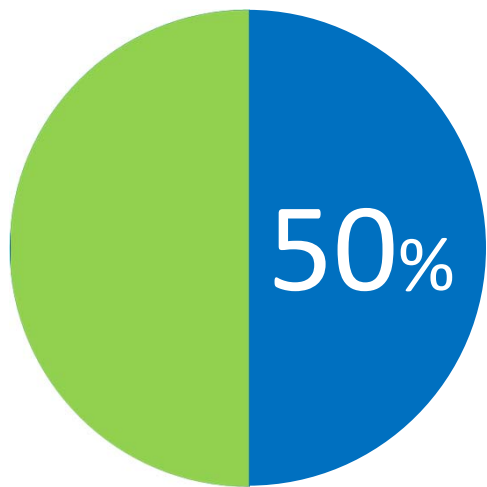
Here the stories of success from Chapter Leaders who have done it!

Join us for AFWA Day at the



Celebrating 80 Years of Women Who Count
October 28-30, 2018 | Kansas City, MO– Westin Crown Center
WomenWhoCount.com

Why Focus on Retention Now?



AFWA Members up
for renewal between
June 30 and
September 30

Based on Member Expiration Date



What Does AFWA HQ Send?



Touchpoint 1	Email	60 days prior to expiration
Touchpoint 2	Mailed Invoice	30 days prior to expiration
Touchpoint 3	Email	7 days prior to expiration
Touchpoint 4a	Email	30 days after expiration
Touchpoint 4b	Mailed Invoice	30 days after expiration
Touchpoint 4c	Call Center	Within 0-90 days after expiration
	Terminate Member	90 days after expiration



Why do Members Leave?

My Chapter was struggling or went inactive	Cost of Membership Renewal	Not satisfied with my experience or membership value
<p>AFWA Members value networking at #1. They want to connect in-person at the local level, and they rely on chapters to do so.</p>	<p>AFWA members want to justify the cost of membership with tangible benefits.</p>	<p>AFWA has a responsibility at both the national and local levels to ensure members are having the best experience.</p>
<p>Consistent communication with your members</p> <p>Ensure your chapter maintains a calendar with a variety of events that allow for networking.</p>	<p>This can be difficult, since long-term members site incredible intangible connections.</p> <p>Make an effort to constantly communicate all the benefits of membership.</p>	<p>Check in with members frequently and ask what would make their membership more valuable – don't be afraid to think beyond the norm.</p>

Top 3 reasons from the AFWA Non-Renewing Member survey



More Data...

40% of non-renewing members have been a member for 3 or fewer years.




Many members celebrate the friendships and connections they have made through AFWA as a top reason for renewal. Relationships take time to build. By the time a member reaches the 4 year mark, they have built friendships and maybe become involved as a volunteer.



*Welcome new members
And help them make connections*



Members are likely to renew when...

			
They are involved	They know what to expect	They see the benefit	They are asked
<p>Ask members to get involved on the board or a committee.</p> <p>Reach out to members who haven't been to any recent events – invite them to come back</p>	<p>Plan your chapter calendar a few months in advance and publish it where members can find it</p> <p>Include AFWA National events and webinars to deliver more value</p>	<p>Share updates and benefits from AFWA National through your chapter communications such as social media, your website, and newsletters</p>	<p>Personally ask individual members to</p> <p>Come to an event Apply for an award Join a committee Renew membership</p>



Your Retention Plan: ID Your Team

OPTION A

- Assign three different volunteers to each focus on three areas of your membership plan. Recruitment. Engagement. Retention.
- A clearly defined responsibility might be appealing to a volunteer and a great way to get some one new involved.

OPTION B

- Gather a small committee once per quarter to review your active member list and make calls to those members up for renewal.
- Add this schedule to your calendar at the start of the year so you don't forget!



Your Retention Plan: ID Renewing Members

The screenshot shows a user interface for 'My Membership'. On the left, there are sections for 'My Profile' (with a red circle around the icon), 'Renew Member', and 'Webinars'. In the center, there is a 'My Account Links' menu with 'Manage My Chapter' circled in red. On the right, there is a table with columns 'Start', 'End', and 'Email', and buttons for 'Chapter Documents' and 'Chapter Reports' circled in red. A red arrow points from the 'Manage My Chapter' link to the 'Chapter Reports' button.

Start	End	Email
07/01/2017	06/30/2018	✉ Email
07/01/2017	06/30/2018	✉ Email
07/01/2017	06/30/2018	✉ Email
07/01/2017	06/30/2018	✉ Email



Your Retention Plan: ID Renewing Members

My Chapter Profile - Chapter Reports

[Return to Chapter Profile](#)

Active Members

All active members are given a 90 day grace period following expiration before their membership is terminated.

[Download Report](#)

Name	Company	Member Type	Expire
Ashley Dorothy L.	Doris & Company CPAs	Emeritus Chapter	06/30/2019
Bolick Lora	Symantec	Regular Chapter	12/31/2018
Corona Karen F.	Karen F Corona, CPA Accounting & Tax Services	Regular Chapter	06/30/2018



Your Retention Plan: ID Renewing Members

Mesa East Valley Chapter #147 Active Members

Cst ID	First Name	Last Name	Join Date	Expire Date	Mbr Type	Org Name	EMail	Phone	Address 1	Address 2	Address 3	City	State
000128021I	Debi	Williams	10/15/1997	05/31/2018	Regular Chapter	AFWA HQ	debi@sample.com	123.456.4789	123 test street	Mesa	AZ	85210	UNITED STATES
000126741I	Cindy	Stanley	02/22/1994	06/30/2018	Regular Chapter	AFWA HQ	cindy@sample.com	123.456.4790	124 test street	Phoenix	AZ	85044	UNITED STATES
000125867I	Jane	Doe	01/10/1989	06/30/2018	Regular Chapter	AFWA HQ	jane@sample.com	123.456.4791	125 test street	Scottsdale	AZ	85258	UNITED STATES
000143077I	Alpha	Beta	12/09/2002	06/30/2018	Regular Chapter	AFWA HQ	alpha@sample.com	123.456.4792	126 test street	Gilbert	AZ	85299-2216	UNITED STATES
000140761I	Sally	Shoe	09/17/2012	08/31/2018	Regular Chapter	AFWA HQ	sally@sample.com	123.456.4793	127 test street	Mesa	AZ	85205	UNITED STATES

*Wow, almost 30 years!
Personalize your message based on join date.*

Once the active member list is in excel, sort by expiration date and start taking action!

Did you know 25% of membership renewals occur in the 90 day grace period following membership expiration!



Your Retention Plan: Communications

- Your message should include more than a reminder to renew
- Before you begin, take a moment to plan your message. Your members will want some incentive to renew.
 - Introduce new leadership
 - List upcoming events
 - Introduce new sponsors
 - Share a goal or vision for the upcoming year
 - Think of a personal experience that you can share

Ask what would make the next year valuable for her.



email



call



in person



Your Retention Plan: Comeback

- Within your chapter dashboard, you can find a list of all terminated members from your chapter
 - Download the report for a complete list
- Make a specific effort to invite these members back to AFWA.
 - Members can easily reinstate membership at AFWA.org/comeback



Things to Remember...



LIFETIME MEMBERSHIP
Encourage members to sign-up for lifetime membership – but also remind your lifetime members to pay Chapter Dues.



FIND A PRO UPGRADE
AFWA's Find a Pro professional directory makes it easier for new clients to find you. Opt-in to the free listing, or upgrade to premium for even more visibility!



CORPORATE MEMBERSHIP
Corporate Member discounts begin with just 5 members. This is a great opportunity to upgrade current members who work within larger organizations.



FOUNDATION OF AFWA
Members like to know they are making a difference. Remind them of the work of AFWA's Foundation and the scholarships provided.



SHARE AFWA
As members renew – remind them to refer their friends. AFWA offers a referral program that will help you save on your next renewal.



PROFILE UPDATE
Remember to update your membership profile. Add a headshot or bio. This helps other AFWA members find you!



Questions?

Contact Cindy.Stanley@AFWA.org or Deborah.Williams@AFWA.org



Connect with AFWA

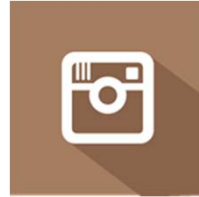
anytime at AFWA.org on these social sites



/AFWAnational



@AFWAnational



@AFWAnational



Page/Group

