



Red Knights™
MotorCycle Club

MEMBERSHIP RETENTION

How do you keep them?

When does retention start?

- The first day a member joins
- Largest majority of non-renewals come from first-year members
- Loss rate as high as 50 percent



What is the reality?



- It is cheaper to retain a member than to recruit a new member.

FACT:

- •When a member is lost, two must be recruited to grow
- •When a member is retained, new growth occurs with every new recruit

How do you keep them beyond the first year?

- Respond and welcome promptly
- •Demonstrate personal interest
- •Deliver uninterrupted service
- •Provide up-to-date resources
- •Members' **needs** change so does the need for ongoing research to evaluate chapter



Membership Audit



- Conduct focus groups
- Use telephone, fax, web-based
- And mail surveys
- Contact dropped members to determine why they didn't renew

Who should you audit?

- Your officers
- •Your members (new and long-term)
- •Your membership committee



WHAT KIND OF QUESTIONS DO YOU ASK IN AN AUDIT?

- Why do members join?
- What do members like about your chapter?
- What benefits do they value most? What don't they value?
- Why do they drop out?
- Do different segments of membership have different retention rates?



Audit Questions (Cont' d)

- Which segments represent the highest and lowest retention rates? Why?
- What trends are likely to impact membership?
- How does your chapter identify member expectations?
- How do you deal with dissatisfied members?



Audit Questions (Cont' d)

- Is member feedback shared with chapter leadership?
- How have member needs changed during the past year?
- What voluntary and/or other organizations is direct competition?
- Which chapter retention activities are yielding results and which aren't?



Reasons for Non-renewal

- Members don't see value in their membership
- Chapter assumes a member will renew his/her membership
- Renewal efforts applied only to long-term members
- Not having good members activities to get new member started off on the right foot



New Member Retention Ideas

- Welcome letter
- New member kit
- Welcome phone call
- “Help Letter
- New member orientation or reception
- New member survey
- Publish names in newsletter
- Postcard invitations
- “How’ s it going?”
- Buddy program
- “Thank you for renewing”
- Welcome all year long



Long Term Member Retention

- Continue to convince them their membership is valued year after year
- Provide ongoing attention, communication and involvement



Long-term Member Retention Ideas

- Feedback after meetings
- Annual report
- Committee involvement
- Communicate in preferred manner
- Anniversary letters
- Phone calls
- Reward members who participate in membership drives
- Add social events to activities. All business is dull!!!
- Exit phone calls



Lapsed Members

- Former members are better prospects than those who never joined.
- They were once interested
- They may not know the changes or improvements made by a chapter
- Chapters must develop activities that can return lapsed members



Member Loyalty and Programs

- Loyalty is built by providing value
- Chapters need to constantly evaluate them selves



BEST RETENTION TECHNIQUE

- Personal contact using:
 - face-to-face visits
 - Reminder letters
 - Phone calls
 - Email

