

**MEMBERSHIP**



# MEMBERSHIP RECRUITMENT & RETENTION STRATEGIES

FAWCO – MARCH 2019

# FAWCO MISSION STATEMENT

FAWCO is an international federation of independent organizations whose mission is :

- to build strong support networks for its American and international membership;
- to improve the lives of women and girls worldwide;
- to advocate for the rights of U.S. citizens overseas; and
- to mobilize the skills of its membership in support of global initiatives for education, the environment, health and human rights.



Why do we need to recruit  
and retain?



# RECRUITMENT AND RETENTION



VALUE PROPOSITION



WHO ARE YOUR MEMBERS



MARKETING YOUR ORGANIZATION



RETENTION STRATEGIES



# VALUE PROPOSITION

- What is unique about FAWCO?
- Why should people join?



## Membership Benefits Analysis by Category

**Rights:** entitlements provided to only members based on their active status;

**Privileges:** resources available to only members if they choose to participate and/or meet certain criteria (i.e., pull);

**Benefits:** products and services delivered to active members by surface mail or by email (i.e., push);

**Services:** resources available to members as well as nonmembers who elect to participate in these services and meet the requirements, if any.

VALUE TYPE	ITEM	Category 1 (\$price)	Category 2 (\$price)	Retired (\$price)	Student (\$price)	Nonmembers
RIGHTS		✓				
PRIVILEGES						
BENEFITS						
SERVICES						

VALUE TYPE	ITEM	Members	Associates	Members +	Initiatives*	Fellows	Individual**	Nonmembers
<b>RIGHTS</b>	Voting on InterAction Business	✓		✓				
	Board Eligible	✓	✓	✓				
	Officer of the Board Eligible	✓	✓	✓				
	Annual/Special Meeting Participation	✓	✓	✓				
	Org Listing on Website	✓	✓	✓				
	Content Listing on IA Website			✓	✓	✓		
<b>PRIVILEGES</b>	Web Calendar Access and Entry	✓	✓	✓		✓		
	Blog/Article Web Posting	✓	✓	✓		✓		✓
	Subject Matter Expert Access	✓	✓	✓	✓	✓		
	Working Group Participation	✓	✓	✓	Limited			Limited
	CEO Retreat Access	✓	✓	✓				
	Forum Registration/Exhibiting Discounts	✓	✓	✓	✓			
	Forum CEO Track Access	✓	✓	✓				
	Self-Certification Plus Access***	✓	✓	✓				
	Middlebury Institute Scholarship	✓	✓	✓				
	Sign on Letter Participation	✓	✓	✓	Limited			Limited
	NGO Aid Map	✓	N/A	✓				
	Leadership Opportunities	✓	✓	✓				
	Education Opportunities	✓	✓	✓	✓	✓		Limited
	Networking Opportunities	✓	✓	✓	✓	✓		Limited
	Choose to Invest - Contributing	✓	✓	✓	Limited			
	Special Meeting Invitations	✓	✓	✓	✓	Limited		Limited
Dedicated Staff (70% or more)			✓	✓				
<b>BENEFITS</b>	CEO Newsletter	✓	✓	✓				
	Issue Updates	✓	✓	✓	Limited			
	Member Personal Orientation	✓	✓	✓				
<b>SERVICES</b>	Conference Center	✓	✓	✓				Fee Charged
	Advocacy	✓	✓	✓	✓	✓		Passive
	Compliance (Federal)	✓	✓	✓	✓			
	Website	✓	✓	✓	✓	✓		✓
	Awards Recognition Program	✓	✓	✓	✓	✓		✓
	Facebook/ Twitter Feeds	✓	✓	✓	✓	✓		✓
	Research/ Mission Reports	✓	✓	✓	✓	✓		✓
	Choose to Invest - Publication	✓	✓	✓	✓	✓		✓
	Freshman Briefing Book	✓	✓	✓	✓	✓		✓
	Forum	✓	✓	✓	✓	✓		✓
	NGO Job Board	✓	✓	✓	✓	✓		✓

# Group Discussion





# TOP 10 REASONS WHY PEOPLE JOIN ORGANIZATIONS

1. Networking
2. Education and Training
3. Advocacy and Support
4. Affinity Programs
5. Options for Students and Young Professionals
6. Access to Certification and Licensing programs
7. Inside Access
8. Opportunity to give back to the community
9. Access to membership directories/contact information
10. Competitive Advantage

# OBSTACLES TO GROWING YOUR MEMBERSHIP

1. Nonjoiners
2. Organizational Awareness/Brand Problem
3. Competition
4. Process to join is difficult



# WHO ARE YOUR MEMBERS



# DATA IS KEY!



## DEMOGRAPHICS

Location

Age

Length overseas

Activity Level



## SURVEY WHY

Job Related

Cause Based

Networking



# MARKETING YOUR ORGANIZATION



# REACHING PROSPECTIVE MEMBERS

## SEGMENTING



Different audiences require  
different stories

Appeal to the Base  
Referrals  
Calls to Action



## STORYTELLING



# TURN NO INTO YES



# Group Discussion





# RETAINING MEMBERS



# SUCCESSFUL RETENTION TACTICS



Survey  
Welcome Call



Personalized  
Letter



Welcome Kit



One Meaningful  
Connection



BE FLEXIBLE





# THANK YOU

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# What is FAWCO?

<https://www.youtube.com/watch?v=oyBcTw0FNG0>