

Membership Retention & Recruitment

FOLA Fall Plenary Breakout Session November 11, 2022



Nice to meet you! I'm Nicole.

Affinity Partnerships Manager at Clio

What we'll cover

- What you're telling us
- Member Retention
- Member Recruitment
- Breakout + Activity
- Next Steps + Resources



"The customer changes every day, so we need to remain keenly interested in the customer and evolve to remain relevant."

Mike Motz, former President of Shoppers Drugmart and COO of Loblaw



"The leadership role is really to build the riverbanks and let the water flow freely."

Bonnie Brooks, former CEO



Share a retention or recruitment challenge you have

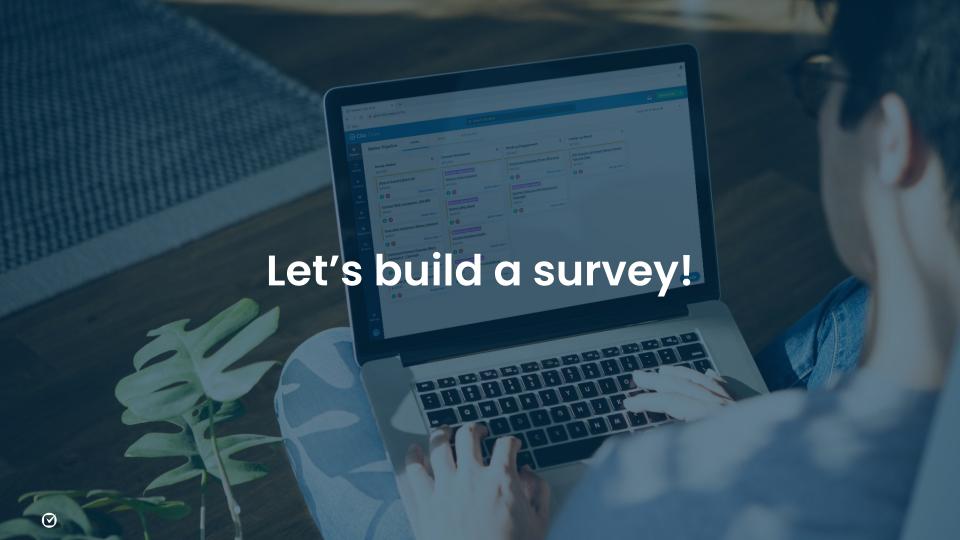
Has anyone else in the group encountered this?

What are some creative solutions?

What tools and support will you need?

What's a first step you can take?

How did that feel?



Subject: Park Visitor Survey

Thank you for visiting us at our parks over the years. At Conservation Halton, we strive to provide the best

We kindly ask that you fill out this quick 5 minute survey about your experience communicating with us at Conservation Halton, both digitally and at our parks. The results will help us to continue to support our

efforts to maintain excellent service for our visitors. We appreciate you taking the time to share your feedback with us.

Conservation Halton Team

Thank you,

Dear Conservation Halton Visitor,

visitor experience possible.

1. What is your preferred language of communication?
2. When visiting the Conservation Halton website, was your preferred language available with ou Website Translator?
☐ I have not visited the Conservation Halton website
Yes
□ No
☐ If no, what is your preferred language?

7. Are there ways that we could make signage at the	parks easier to understand? (click all that apply)
☐ Include translations to other languages	Text to speech capability
☐ Increased use of graphics	☐ Better positioning/location
☐ Include Braille	
Other (please specify)	



9. Have communication issues caused you to not take part in a	a Conservation Halton program or event?
○ Yes	
○ No	
O Please explain (if applicable)	
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10. Are there any communication tools, technologies, or materials that Conservation Halton could use to help improve your experience? (click all that apply)
☐ QR codes
Assistive listening devices
Audio tours
Handheld translator
Digital maps
Augmented reality
Other (please specify)



Always go back to your "Why"

How will the way you're wording these impact your results?

Survey Building Activity

What's your balance of close-ended and open-ended questions?

Are you asking two things at once?

Is there diversity in your questions?

Questions? Comments?

Thank you!