



# Membership Retention & Recruitment

FOIA 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



# Membership Retention



**“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*



A woman with long dark hair, wearing a red dress, is shown in profile, looking upwards and to the right. She is standing in an urban environment at night, with tall buildings and streetlights visible in the background. The scene is dimly lit, with a blueish tint. The text "Membership Recruitment" is overlaid in white, bold, sans-serif font across the center of the image.

# Membership Recruitment



**“The leadership role is really to  
build the riverbanks and let the  
water flow freely.”**

*Bonnie Brooks, former CEO*







**Let's Work Together!**





**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?**



A person is seen from behind, sitting on a patterned chair and using a laptop. The laptop screen displays a project pipeline with four columns: 'Newly Added', 'Consult Scheduled', 'Pending Engagement', and 'Follow up Next'. Each column contains several project entries with dates and status indicators. The text 'Let's build a survey!' is overlaid in white on the screen. In the bottom left corner, there is a small circular logo with a stylized 'M' inside.

Let's build a survey!



## **Subject: Park Visitor Survey**

Dear Conservation Halton Visitor,

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

[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.

Thank you,

Conservation Halton Team

1. What is your preferred language of communication?

2. When visiting the Conservation Halton website, was your preferred language available with our 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 Conservation Halton program or event?

Yes

No

Please explain (if applicable)



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)



*Let's put this into action!*

# Survey Building Activity

**Always go back to your “Why”**

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

**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!**

