

THE RETENTION CRISIS

Welcome!

You can't grow until you retain.
Let's make sure your recovery
plan starts with retention.

Elisa Pratt, MA, CAE is an association guru and expert in strategic nonprofit solutions that increase membership, diversify revenue and ensure relevance. Prior to the founding of Brewer Pratt Solutions, LLC, she served for nearly 20 years as an impactful association management executive with several US-based trade and individual membership associations. Known for her candid and hyper-custom approach, Elisa architects innovative engagement solutions, tactical member retention campaigns and operational effectiveness strategies.



Today's Agenda

The 2021 Reality

Double Down on Relationships & Empathy

Customer service is EVERYTHING

Defining and Delivering Value Above All Else

New Opportunities for Growth

Your Ideas and Group Discussion

THE 2021 REALITY



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—
The Retention Crisis

The Worst May Still Be Ahead

DON'T ASSUME

Positive past performance does not guarantee a bounce back from the wreckage of 2020.

DID YOU HAVE A PLAN?

What was the strategy going into 2020? Have you developed a recovery plan since?

CHANGE IS NORMAL

Economic, technological, demographic, governmental, workforce, societal, cultural... change is the new normal.

Where do you stand?

**What was your
retention percentage
in 2019 versus 2020?**

Type it into the chat...



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71%

**EXPECT MEMBERSHIP TO HAVE DECLINED
OR STAY THE SAME BY AUGUST 2021.**

MGI Association Economic Outlook Report (October 2020)



Double Down on RELATIONSHIPS and Empathy

- This is a relationship, not a transaction.
- Your members may not be through their worst either.
- Are you sincerely listening?

Retention is not a campaign!



LISTEN

Phone Calls
Survey
Ratings & Reviews



HOW CAN YOU HELP

Its About Them
Not All Members
are Alike

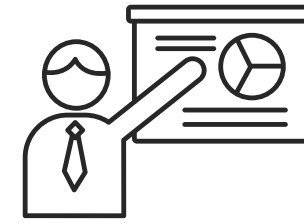


COMMUNITY

Introduce
Facilitate
Expand

Customer Service is EVERYTHING

**Don't just say it,
mean it, and make
it *meaningful*.**



DEFINE

Set expectations for what customer service is and looks like in practice.



MAKE IT PERSONAL

"Every life has a story."



MEASURE




Hold the entire organization accountable.

Define & Deliver VALUE Above All Else

You have a unique opportunity to expand and demonstrate your value.

Expand touch points, formats, platforms and access.

Remove barriers to participation and renewal.



**This is your chance to
make a real difference
with members.**



COVID resources
Career/job support
Business survival

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New Opportunities for GROWTH

Retention is a 365 day a year endeavor!



TIMING

Extensions

Grants

Temporary Reductions



HOW CAN YOU HELP

Its About Them

Not All Members

are Alike



NEW MEMBERS

New Needs

New Audiences

Past/Dropped Members

New Growth

BEYOND DUES

Dependencies never feels good. How are you diversifying revenue?

EXPANDED MEMBERSHIP

Freemium, subscriptions, limited vs. premium memberships, etc.

STRONGER TOGETHER

Are you investing in retention support for your chapters and affiliates?

What's working (*and not working*) for you?



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Thank you!

If you want to learn more or have any questions, please feel free to reach out to me. Again, thanks so much for your time.

Elisa

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