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**MEMBER ONBOARDING**

You need to have an onboarding plan in place to engage with your members. Once a new member joins, they should hear from you immediately--have someone from your organization’s leadership, such as your executive director or board president, reach out and welcome them to your organization. Tell them what they can expect out of their membership and how your organization will help them solve the challenges that they face. You should also have a Welcome Kit prepared to send out to new members, including a calendar of events and a collection of resources that will help them get the most out of their membership.

Here is a sample schedule for how to engage a new member:

* **Immediately upon joining -** Send a welcome letter/email thanking the member for joining, and asking what attracted them to join
* **Week 3 -** New Member Welcome kit featuring key pieces of membership information and resources for maximizing the value of their membership
* **Week 10 -** Benefits Email detailing opportunities for continued education
* **Week 15 -** Benefits Email detailing opportunities for event sponsorships
* **Week 20 -** Benefits Email detailing opportunities for networking and workforce development
* **Week 25 -** Benefits Email detailing opportunities to expand customer base through engagement with the organization
* **Week 30 -** Member receives phone call from board member, member committee or other leadership group to discuss the member’s experience with the organization so far
* **Week 35 -** Thank You email thanking member for their membership; include a brief survey to assess their perception of membership value and benefits
* **Week 48 -** Renewal Email featuring invoice for renewal and brief letter about benefits and events for the upcoming year

The exact details of these communications can be tailored to fit your specific organization; the point is to keep communicating with your new members and reminding them how they can take advantage of their membership.