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**MEMBER RETENTION - TOP 10 LIST**

1. **Have an onboarding plan** - Set an outreach to schedule to keep new members engaged. First-time members are the most likely to non-renew
2. **Say hello with a personal touch from a member** - “Here is the value I received from the organization”
3. **Reach out at 3 to 6 months** - Email a list of upcoming events at 3 months and a list of benefits at 6 months
4. **Do a first-year Loyalty Assessment** - Nine months into the first year, survey your new members: What do they want? What do they appreciate?
5. **Sell your organization** - Enlist your members to help; they have a firsthand perspective on the value your organization brings
6. **Always stress the benefits** - Update your website often with different benefits and promote your benefits in newsletters and through social media
7. **Keep it local**
8. **Provide programs** - Young professionals or emerging leaders, diversity & inclusion programs, industry cluster programs; use membership surveys to determine what kind of programs matter most to your members
9. **Capture engagement data** - Social media engagement, newsletter click-throughs, event attendance
10. **Meet your members!** - Take a road trip. Go visit your members and a get a tour of their businesses.