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**TOP 5 MEMBER RETENTION STRATEGIES**

Although growing your membership is important, it is equally as important to maintain your current membership and foster the relationship between your organization and its members, as they are a great resource to stimulate the growth of the organization.  Here are a few strategies to retain members in your organization.

**RED, YELLOW AND GREEN**

Consider color-coding your membership. Green are the members that serve on boards and committees. They show up to, exhibit or sponsor your events. You know them by first name and they will always renew their membership. Yellow are the members that you have seen maybe once. Maybe they participated in one event, or read one article, or responded to one newsletter, reached out to ask one question. Red are the members you have never had a touch point with. You have no idea who they are and, if you didn’t see a membership list, would have no idea they existed. Your strategy would be to reach out to Red first (unless your Red has been a member for over 5 years. In that case, let that sleeping dog lie). An in-person visit from a board member or ambassador (if not a member of your organization’s staff would be perfect). Yellow is next, all yellow, no matter what. Put your focus there and reach out.

**FIND A REASON FOR THEM TO LOG IN**

Studies show that if your members are logging in to your database, to fill out their profile, register for an event, or participate in a survey, they are more likely to renew. Six months after a member joins, or six months after a member renews, send them an email and let them know that they have not completed their profile and with your organization’s SEO, the more complete their profile is, the easier it is for their potential customers to find them.

**HOST A STAKEHOLDER MEETING**

Everyone loves to know that their opinion matters. Three months prior to your Strategic Plan, grab 30 or so of your Red and Yellow members and ask them to participate in a Stakeholder Meeting. This will be an in-person event, where you promise great snacks, and ask them to help with the pre-strategic plan work. You want to know how members perceive your organization. How the community perceives your organization. What are the top 3 pain points of your members?

**FOUR TOUCH STRATEGY**

Create a member retention strategy for your organization that touches your members at four different times throughout the year.

* Touch One: When they Join, or when they renew
	+ Have a board member send a note welcoming them and inviting them to participate in XYZ EVENT
* Touch Two: Three months after join/renew
	+ Call (or have your member/ambassador committee call) them to check in
		- Have they updated their profile?
		- What was their reason for joining?
		- Make a connection for them.
* Touch Three: Six months after join/renew
	+ Email them a brief 3 question survey to participate in
* Touch Four: Nine months after join/renew
	+ Check in via call/email to see if their reason for joining has been met