


MEMBERSHIP WORKSHOP

NEHA Affiliate Leadership





*Welcome
and
Introduction*

- **Moderator:** Jonna Ashley, NEHA Membership Manager
 - **Goal:** To generate ideas for growing and maintaining membership in your state association.
 - **Format:** Collaborative group discussion
- 



Overview

- **Step 1:** Get to know your members
 - **Step 2:** Get to know your association
 - **Step 3:** Engaging and retaining members
 - **Step 4:** Create a recruitment plan
-



Step 1

*Get to
know your
members*

- Member surveys
 - Database queries and reports
 - Engagement index
 - Data analytics- spotting trends
 - Missing data- start asking!
- 
- A solid black circle graphic located in the bottom-right corner of the slide.



Step 1

NEHA
Member
Survey


Primary motivation to join?

- **#1 Answer:** Gain industry knowledge and best practices to help me in my career

What can NEHA do for you?

- Career growth opportunities
- Education, training, and online learning
- Networking and community of peers

Biggest challenge in your career?

- Lack of funding/budget cuts
 - Lack of opportunities for employment and advancement
 - Burn-out, turn-over, and finding/retaining quality staff
- 



Step 1

*Abila
Survey*

Why New Members Join

- Job Opportunities (34%)
- Socializing (30%)
- Certifications (24%)

Why Associations Think Members Join

- Conferences (48%)
- Networking (45%)
- Advocacy (38%)

*62% of all members surveyed joined
with the first 5 years of their career.*



Step 1


- How do you learn about member needs?
- How do you track demographics?
- What do your members value?
- What prompted them to join?
- How are you going to find out?



Step 2

*Get to know
your
association*

**What have you
learned about why
your members joined,
and how can you use
that information to
build a stronger
association?**


A solid black circle graphic located in the bottom-right corner of the slide.



Step 2

*Why
members
join*

And why they don't....

- Don't see value
 - Never asked
 - Dues are too high
 - Unsupportive employer
 - No online presence
- 




Step 3

*When to
start your
renewal
process*

**How about
DAY**

1?



A background image showing several hands of different skin tones stacked together in a supportive gesture. The hands are positioned in a way that suggests unity and teamwork. The image is slightly faded and serves as a backdrop for the text.

Step 2

NEHA

Onboarding

Let me be the first to thank you for joining the National Environmental Health Association (NEHA). I am pleased to welcome you to the NEHA community, and want to help you get involved. Here are a few key member benefits to get you started:

- You now have a subscription to NEHA's esteemed [Journal of Environmental Health](#) (JEH).
- You are signed up to receive timely and critical updates through NEHA's e-News and [Advocacy Alerts](#).
- You are invited to attend our [2017 Annual Educational Conference](#) at a discounted member rate.

NEHA understands how important it is to have an informed and well-educated environmental health workforce. So, as a member, you are offered a deeply discounted rate on all of [NEHA's Credentials](#) and FREE Continuing Education and [e-Learning](#).



Step 2

- What do you do well?
- Where can you improve?
- What are the barriers to joining?
- How are you welcoming new members?
- Can potential members find you online?



Step 3

*Engaging
and
Retaining*

**Prove your
value and get
members to
stay.**






Step 3

*NEHA
Member
Survey*

**Most valuable NEHA
Benefit?**

- **#1 Answer:**
Subscription to JEH
 - **Least popular
answer:** Affinity
Program discounts
- 



Step 3

Communicate your value to the right people

Over the past year of active membership in HDI, I've taken advantage of some incredible one-of-a-kind resources, discounts, and networking opportunities. What I've received from my membership has not only helped me fine-tune my skills and abilities, it's also provided me with the knowledge and connections to implement industry best practices that I feel have improved the overall efficiency of our organization.

Here are a few highlights of the benefits I've seen for myself and our company through my HDI membership:

- Saved several hundred dollars on the annual HDI conference where I returned with connections, resources, and new industry knowledge that we've implemented.
- Gained exclusive access to research reports, white papers, and webinars that have helped us benchmark our performance, validate our practices, and become a more efficient support center.
- Saved \$200 on the HDI Professional certification course that enabled me to better serve our customers.

You can see more specifics on [the ROI of membership](#) on the HDI website.

With HDI's support and encouragement, I've been able to develop my professional skills, excel in my position, and help grow our business—which I'm sure you've noticed! I feel I've truly benefitted from my involvement with HDI, and I'd like to renew my membership. I'll do all the legwork—I simply need your approval.



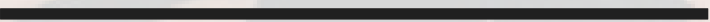
Step 3

- What are the benefits of membership, and how do you communicate those benefits?
- How are you enticing members to renew?
- How can you help your members advance in their career?
- What type of networking and social opportunities do you offer outside of your AEC?
- What can you do for your members that they can not do on their own?



Step 4
Recruitment
Plan

- Compiling lists of potential members
- Reaching out to influencers
- Tailoring your ask
- Getting back lapsed members
- Tracking success





Step 4

*Recruitment
Plan*

██████████ here, Director of Membership at HDI. I noticed you recently downloaded our "[Convince Your Manager](#)" letter to show your boss how valuable HDI membership is. How'd it turn out? Are they on board and supportive of your joining the HDI community?

I just wanted to reach out today to see if there is anything else I can do to assist you through the process. You've expressed interest and we'd love to have you—connecting, learning, and growing with thousands of your peers.

So if you're still on board, but maybe have a final hurdle in getting your HDI membership approved, just let me know. I'd be happy to help in any way I can.



Step 4

*Recruitment
Plan*

**When is it a
good idea to
offer a
discounted or
free
membership?**





Step 4

- Who is using your services but still hasn't joined?
- Who influences your potential members to join, and how can you reach them?
- How can you segment your potential list, and tailor your ask to entice the right people?
- How often do you reach out to lapsed members and invite them back?
- How can you track the success of your recruitment campaigns?



*Let's
discuss!*

- Pick the step that best fits your association
- **Step 1:** Get to know your members
- **Step 2:** Get to know your association
- **Step 3:** Engaging and retaining members
- **Step 4:** Create a recruitment plan
- 30 mins. to discuss- 15 mins. to share