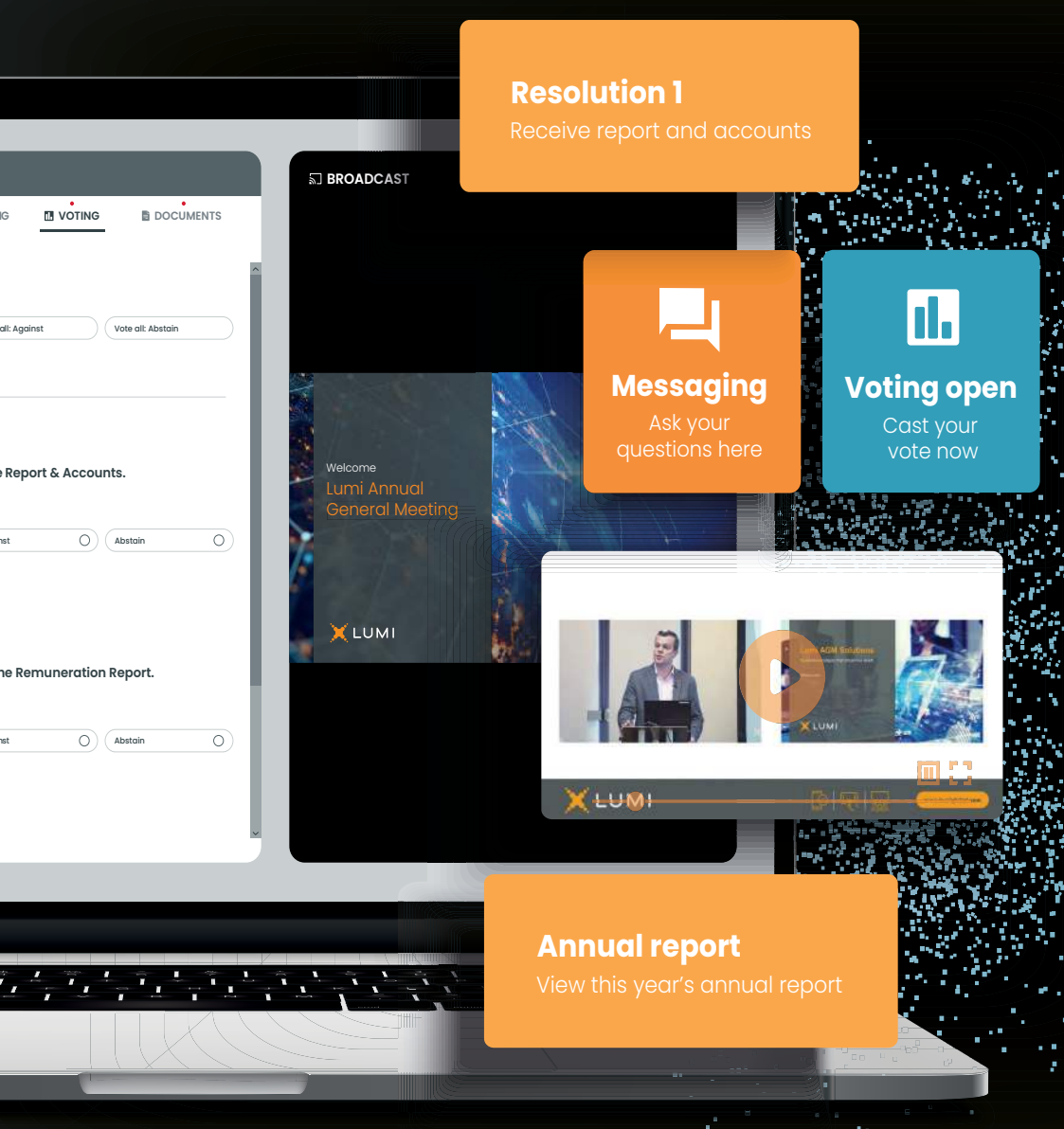




LUMI

The importance
of engagement for
your membership
organization





Resolution 1

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Annual report

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Foreword

Lumi has worked with membership organizations around the world for over 20 years, and we have been lucky enough to work with a huge range of member-based associations, partnerships and not-for-profits across all sectors.

As our work in this space has expanded, we've seen a range of clients united in the same challenge: how do we improve member engagement?

Despite membership acquisition and retention being a cross-industry priority, many organizations don't have a formal member engagement plan in place.

Although this approach may have worked in the past, in these current times of economic uncertainty, when price sensitivity has left members questioning the real value that their memberships offer, having a plan to keep your members engaged is now more important than ever.

We've gathered insights from across the industry— alongside external research into membership engagement, loyalty and retention— to examine the key tenets of a good membership engagement strategy, alongside practical tips for enhancing interaction and affinity.

Pete Fowler
Chief Operating Officer

The happiness equation

Happiness is a critical indicator of engagement. A happy member is an engaged member! These are the members who are likely to spread the word of your value and benefits, driving membership numbers up.

Think of member happiness as a resource, as important fiscally as their actual monetary contribution. Engagement, therefore, can be measured in a number of ways: volunteering, investing time, positive reviews, promoting your organization or engaging with your content. The happier your members become, the more liquid your organization becomes in potential opportunities for fresh engagement.



What makes members feel most engaged?

Although each organization is different, a prominent survey conducted by Abila provides compelling insight into the major aspects of a good member engagement strategy that broadly apply cross-industry.

The Abila member engagement study split membership organizations' offerings into five key areas, with 15 factors in total that affect engagement (Abila, 2018).





Advocacy and awareness

- Election involvement
- Influence legislation
- Impact of organization



Education and training

- Mentorship
- Online learning
- Professional development



Events and networking conferences

- Networking
- Social functions/ parties
- Volunteering



Information

- Updates on organization
- Whitepapers



Personal advancement

- Leadership position (chance of)
- Chance of a leadership position

Of these fifteen factors, each was ranked in importance. Least important ranged from: Election Involvement, Speaking, Leadership Position and Social Functions or Parties. Most important were Conferences, Information, Networking and Professional Development.



The importance of member centricity

Member centricity has been a growing focus for membership organizations.

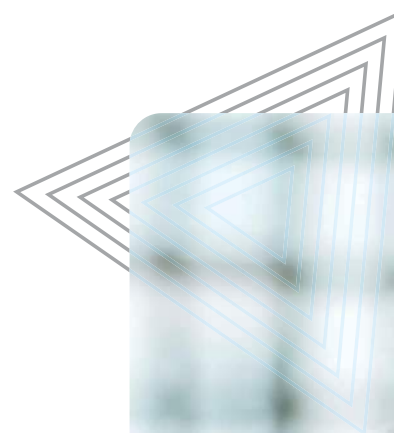
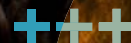


[We're] waking up to the fact that future long-term member value and growth requires a deeper focus on online membership experience and engagement.

Richard Gott
Chair and Founder



MemberWise



What is member value?

Member value can be broken down into two definitions: perceived member value and actual member value. Both of these measures are critical for success, as perceptions can often be more powerful than reality.

Perceived member value is what your members feel they receive from you. This can be quite different to actual member value, as some of your members may be unaware of the benefits available to them.

Actual member value is the value your member actually receives from their membership. This can be a range of things from CPD and networking, to being part of your community, career development and recognition.



Benefits of developing your organization's member value



More engaged members

If your organization's value is clear, members will become more engaged and active within your organization, creating organic opportunities for acquisition whilst also strengthening existing bonds.



Your organization becomes more relevant

A robust value proposition can transform your organization inside and out; staff and members will have a more concrete understanding of your offering, enhancing relevancy and influence.





3

Increased member base

Providing a clear framework of who you support, and the types of members you're looking to acquire, drastically simplifies how you define value. Once that definition is solidified you can then target potential new members with confidence.



4

Improve retention and loyalty

Clearly communicating value doesn't only increase your new member intake but it also improves current member retention. Having happy, passionate and loyal members keeps your organization healthy and attractive, both internally and externally.



5

Members feel important

Creating a two-way sense of value is crucial to success. Helping your members feel valued is critical to long term success and the development of advocates.



Member advocacy

Whilst these kinds of members are hard won, you probably already have a few advocate members in your organization already. It could be time to rekindle those relationships.

Member advocates can play a transformative role in championing your organization's value, forming the backbone of your value proposition. Advocates who live and breathe the values of the organization can have major pay-off for your association.

In fact, advocates can generate their own form of engagement and member value, in an outwards ripple effect, helping advocate and endorse membership to your organization, through organic and independent means, (Statista, 2017).



How do you create advocates?



Harness the power of email

Email remains the top performing communication channel. Quick and easy to consume, it's the perfect channel to cultivate and maintain engagement.



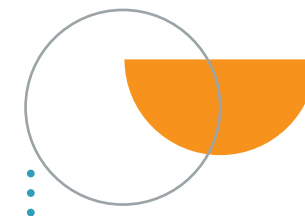
Personalize to thrive

63% of marketers have observed that personalization increases customer interactions and conversion rates (Statista, 2020). No one wants to feel like a dime a dozen, so from email communications to newsletters and offers, now is the time to personalize.



Communicate value

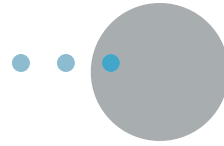
Two of the top reasons members don't renew their memberships are both linked to perceived value: either they believe your organization is too costly or it provides little value to them. Clearly expressing the value of your organization is crucial.





Listen to your members

Regularly reaching out to members and listening to feedback about their satisfaction with your offering and service is vital to reducing churn and creating advocates. This temperature check could come in the form of an email survey, social media poll, or a check-in phone call.



Community is key

Membership organizations are communities of like-minded people, and communities feed off connection. To create advocates, foster a sense of community by facilitating spaces for your members to meet, form bonds, and share their thoughts and ideas around your organization and its mission – member meetings and live events are a great place to start.



For more advice on how to create advocates during challenging economic times, read our eBook

Facing economic uncertainty:

How membership organizations can weather the storm in 2023

[Discover more >>](#)

About Lumi

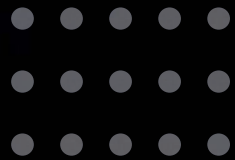
Lumi has been making meetings all around the world more transparent, inclusive and effective for over 25 years.

We are the dominant player globally in the provision of software and real-time audience engagement technology to facilitate smooth and reliable meetings. With teams in 11 offices across Europe, APAC, Africa and the Americas, we can support you no matter where in the world your meeting takes place.

Based on proprietary, patented technology, the Lumi platform provides software, hardware and services to assist you with authenticating and registering members into your meeting, provide live, secure polling, Q&A management services and relevant reporting.

To learn more about how we can help your membership organization increase engagement at your next annual meeting, conference or event then please do get in touch, we'd love to hear from you.





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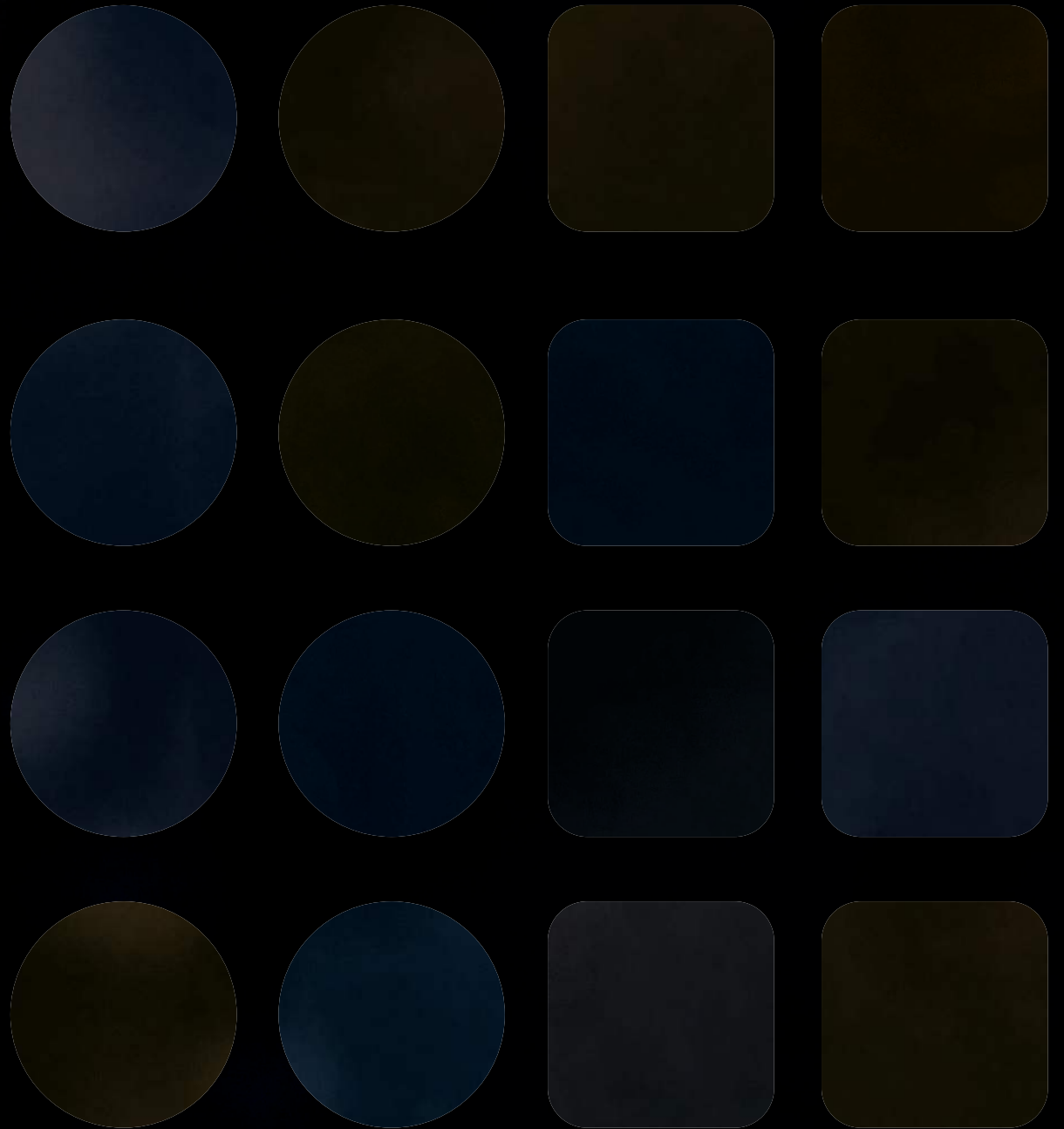
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