

NEW MEMBER ONBOARDING

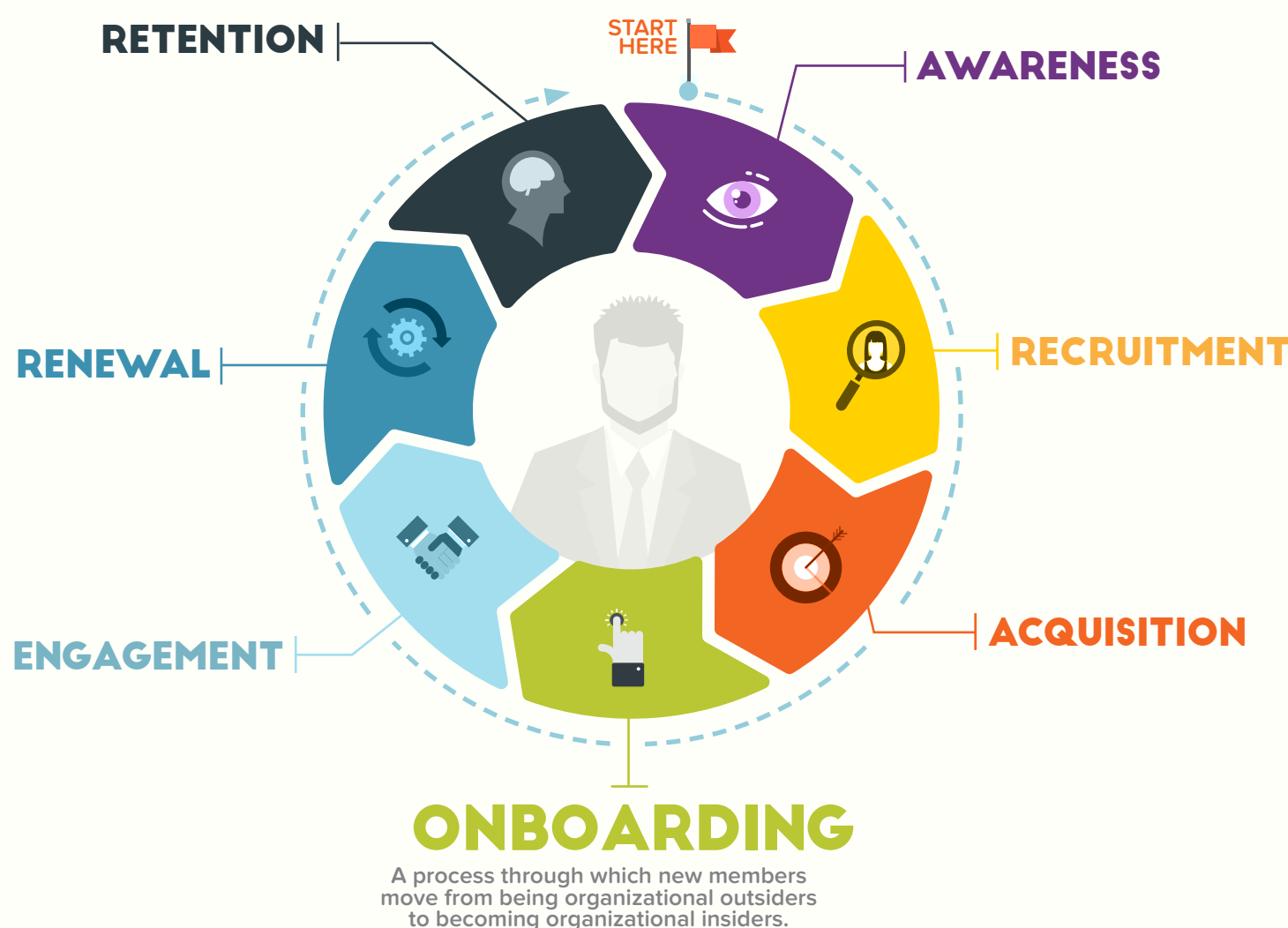
WHY NEW MEMBER ONBOARDING MAKES A DIFFERENCE.

IT COSTS **7x** MORE TO OBTAIN VS RETAIN MEMBERS!

New member onboarding is critical to retention. Statistics show that it costs 7x more to obtain a new member than to retain a current one and that first-year members have the lowest renewal rates.

Onboarding is more than simply sending out a welcome packet and adding them to your Association's email list – it's an ongoing process that relies on deliberate communication and engagement.

THE MEMBERSHIP LIFE CYCLE



WHY NEW MEMBER ONBOARDING IS CRUCIAL FOR ASSOCIATIONS

IMPACT
They're new, motivated, and excited

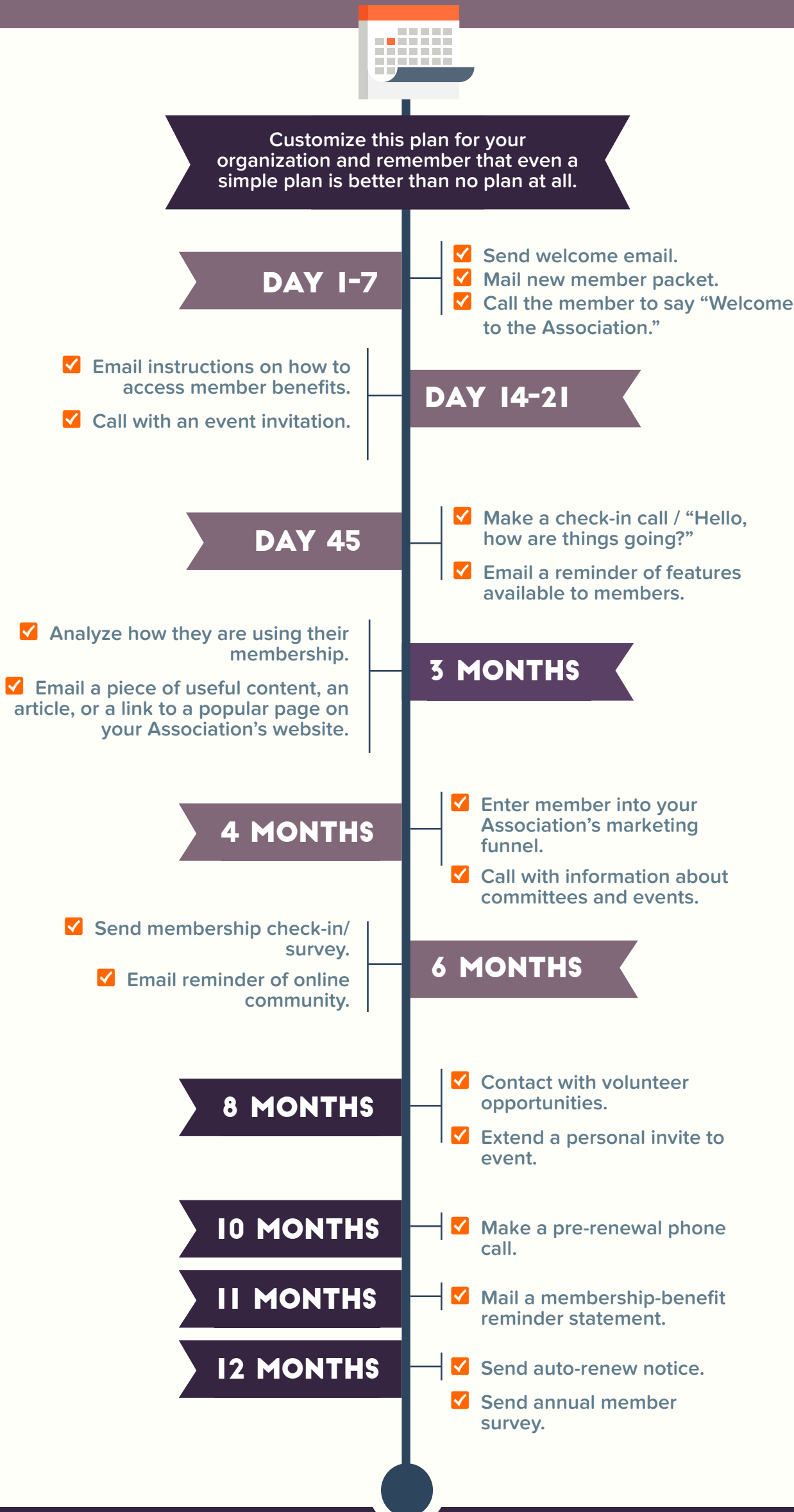
ATTENTION
You have their attention and one chance to set the tone

RETENTION
First-year members have worst renewal rates

THE ONBOARDING & TOUCHPOINT SCHEDULE

Onboarding is a process that is worth investing in. Use this timeline as a guideline to help new members become engaged with your organization and build a membership meant to last.

Member onboarding involves more than a checklist. A touch plan to improve onboarding and engagement builds a strong foundation for long-term membership.



THE ONBOARDING CYCLE SHOULD CONTINUE FOR YEAR 1, YEAR 2, AND YEAR 3+ MEMBERS.



EXCEEDING MEMBER EXPECTATIONS

- Be a person, not just an organization, to your members.
- When it comes to communications, build a relationship with a new member before putting them in the email marketing cycle.



CONSIDER THESE QUESTIONS

- When planning onboarding engagement with new members, ask:
- What was their reason for joining?
 - How did you attract them in the first place?
- The answers will guide you in managing new-member expectations and demonstrating your Association's value.

CONTACT US!



Learn more by contacting:
sales@growthzone.com

OR



Call:
1.800.825.9171