





Amanda Kaiser

*Exponentially Improve
Member Engagement*

Kaiser  Insights LLC

www.SmoothThePath.net

akaiser@SmoothThePath.net



[@SmoothThePath](https://twitter.com/SmoothThePath)



Fueling Exceptional New Member Experiences: 3 New Strategies for Onboarding, Engagement, and Retention

A webinar for GrowthZone by Amanda Kaiser



@GrowthZoneAMS

@SmoothThePath

Registration
A-K

Hello! Welcome! How was
your trip?



Registration
L-P

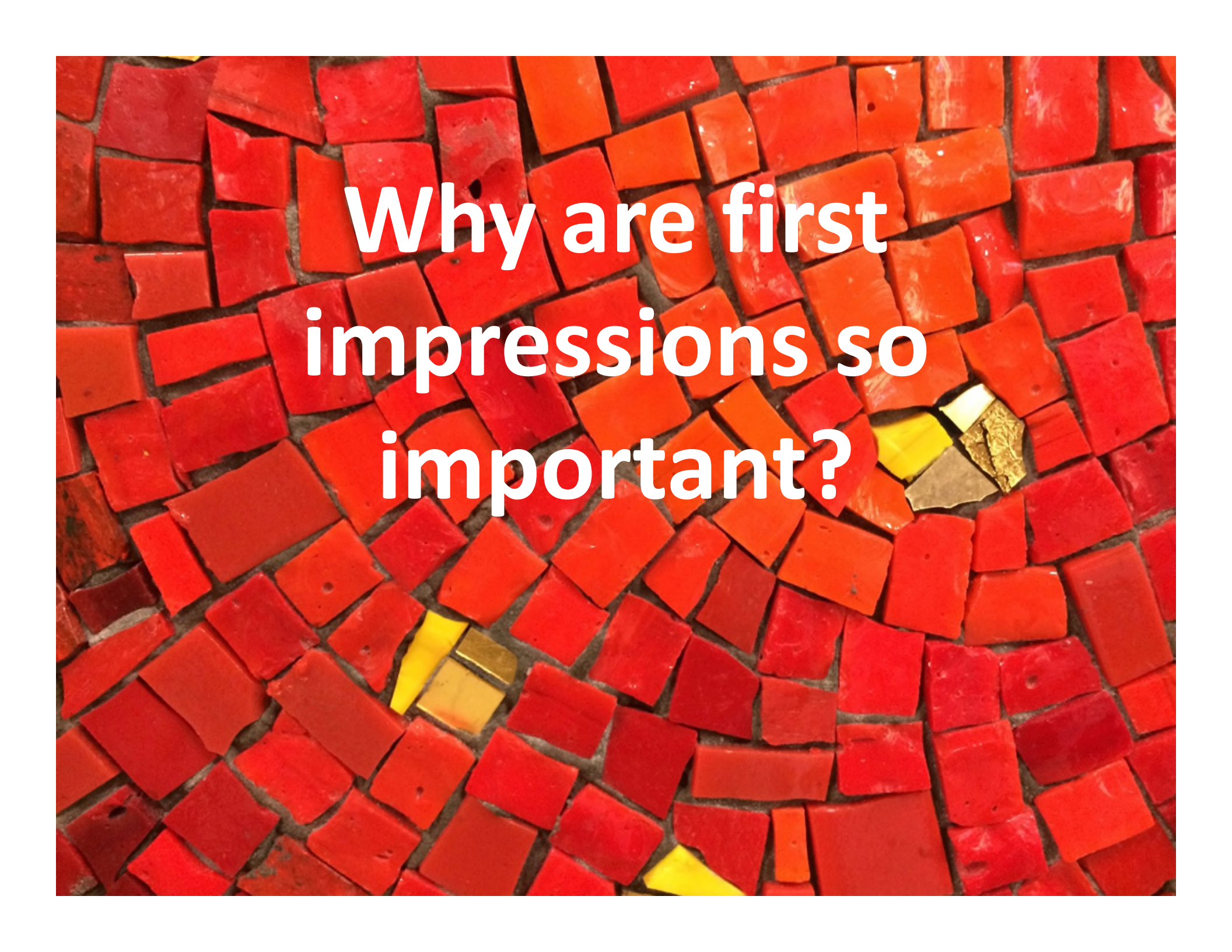
Name?



A

The background is a vibrant, abstract composition of various colors including red, purple, blue, yellow, and green. It features thick, expressive brushstrokes and splatters of paint, creating a textured and dynamic visual field. The colors are layered and mixed, giving the impression of a canvas that has been actively painted and then perhaps partially obscured or layered over.

**First impressions
that made an impact
on you**



Why are first
impressions so
important?

Poll #1

- How long does it take to make a first impression?
 - a) 3 seconds
 - b) 30 seconds
 - c) 3 minutes

A skier wearing an orange jacket and a black helmet is falling backwards on a snowy slope. A large cloud of snow is being kicked up around the skier. In the foreground, a yellow pole and a red safety net are visible. The background shows a snowy mountain landscape under a clear sky.

Brain science shows

We only have

3 seconds!


Orlando, Fla.
CONTENTS: Thingamabobs, whatzits,
doodads, widgets, and assorted folderal


The Great Gonzo Stunt Props

- Mold
- Fungus
- Helmets
- Helmets covered with fungus & mold
- Helmets with fungus - no mold
- Helmets with mold - no fungus
- Fungus & mold - no helmets

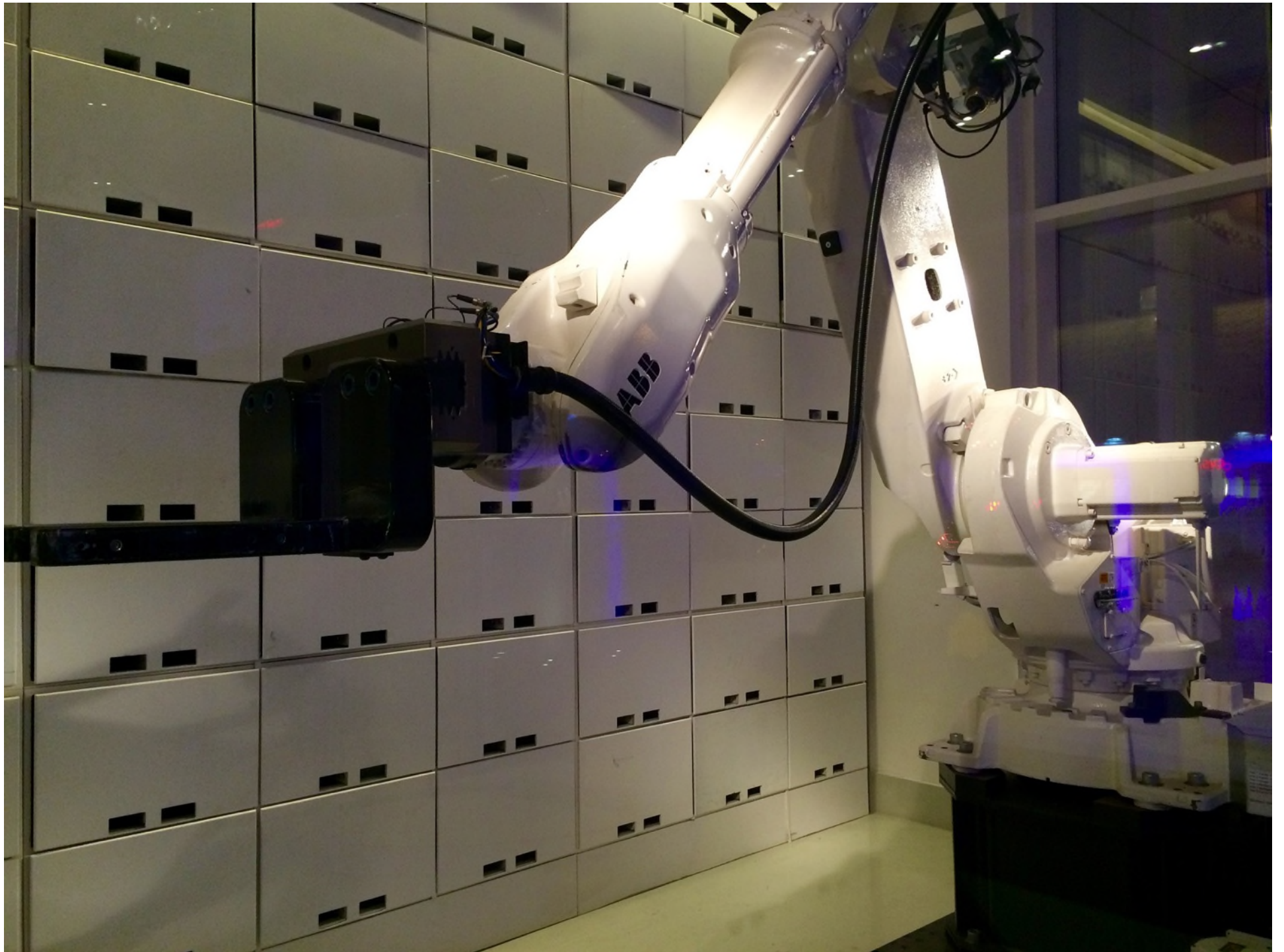
THE
GREAT
GONZO
.REALLY
WEIRD STUFF

Kermit the Frog
Neck Ruffs

 @SmoothThePath

A wide-angle photograph of a beach at sunset. The sky is a gradient of orange, yellow, and blue. The ocean has gentle waves with white foam washing onto the shore. The sand is wet and reflects the colors of the sky. Several seagulls are visible on the beach, some standing and others in flight. The text "Dream vacation Or Gift?" is overlaid in white, bold, sans-serif font on the right side of the image.

**Dream vacation
Or
Gift?**



What do they have in common?

Tiny houses

Minimalism

Project 333





It is all
about the
experience

2 Association Trends

- 1. Members Need Great First Impressions**
- 2. Members Want Great Experiences**

MEMBER ENGAGEMENT RESEARCH

MEMBER INTERVIEWS



343

8
WEEKS



24

RESEARCH
PROJECTS

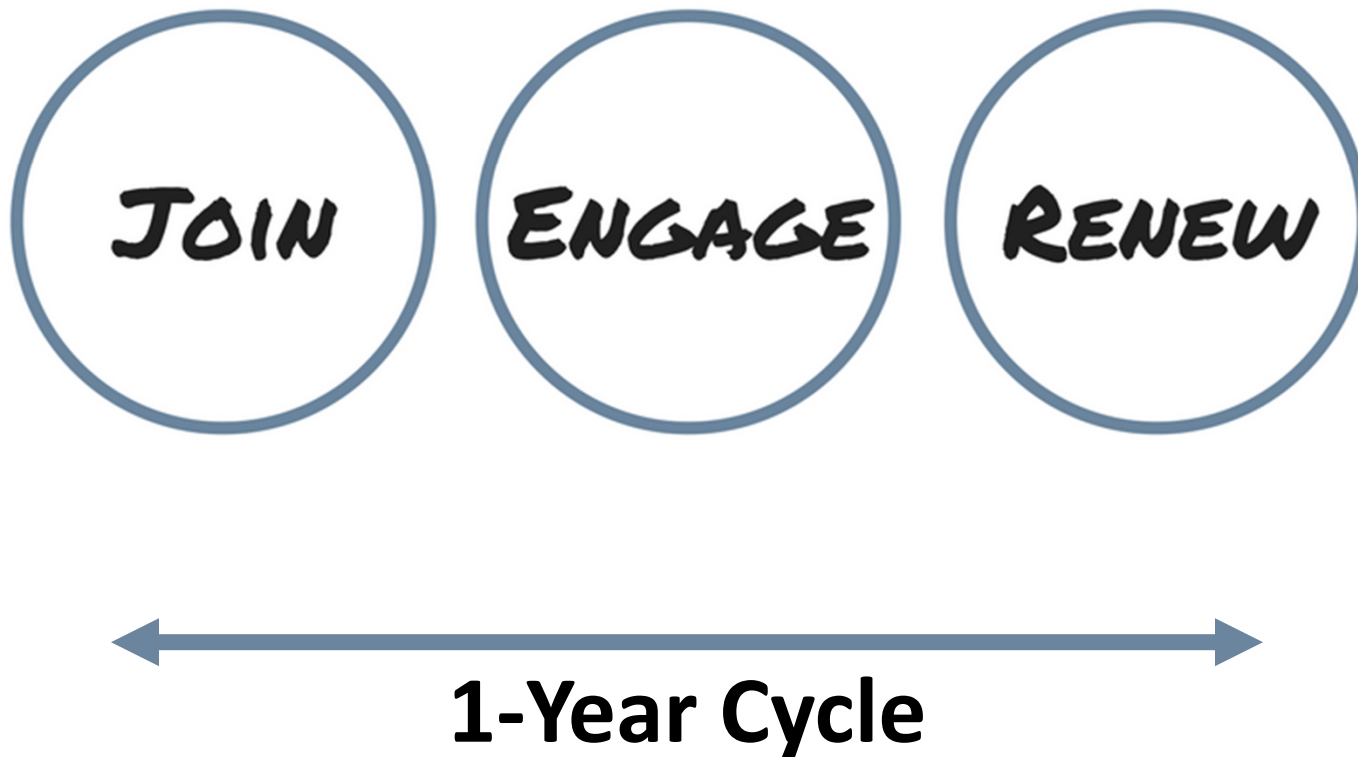
ASSOCIATIONS OF VARIOUS

SIZES
TYPES

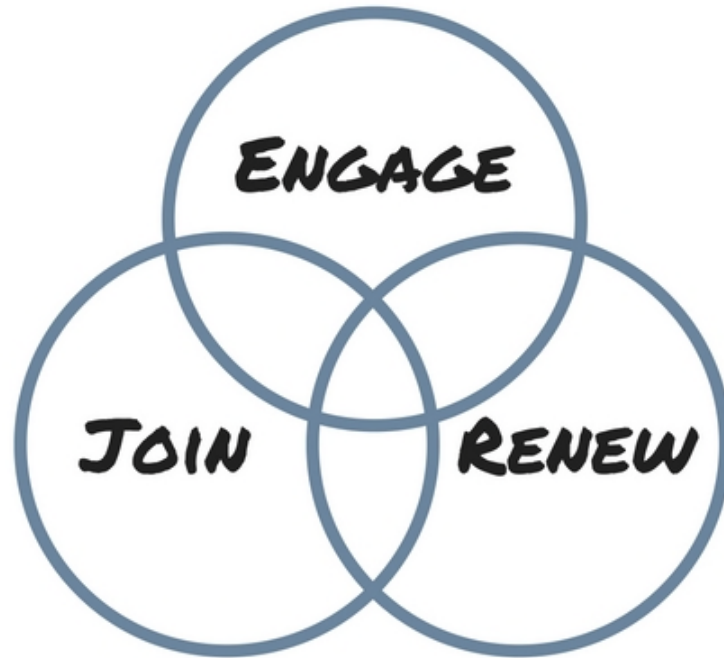
INDUSTRIES
PROFESSIONS

MAD!

Our View

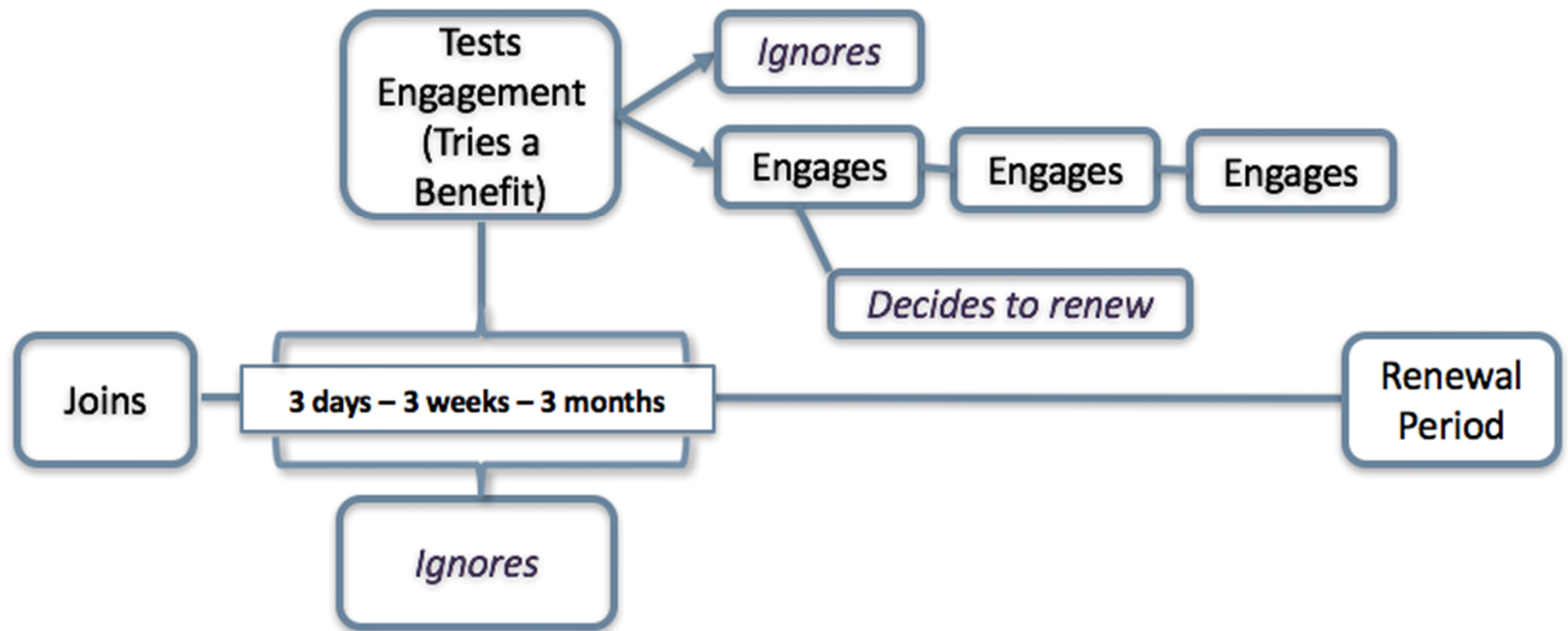


Members' View



3 Day – 3 Week – 3 Month Decision


Members' View



Can You Solve My
Problem?



Am I Part of This Club?

 @SmoothThePath

3 Ways to Engage New Members Early & Engage Them for Life!



Strategy #1

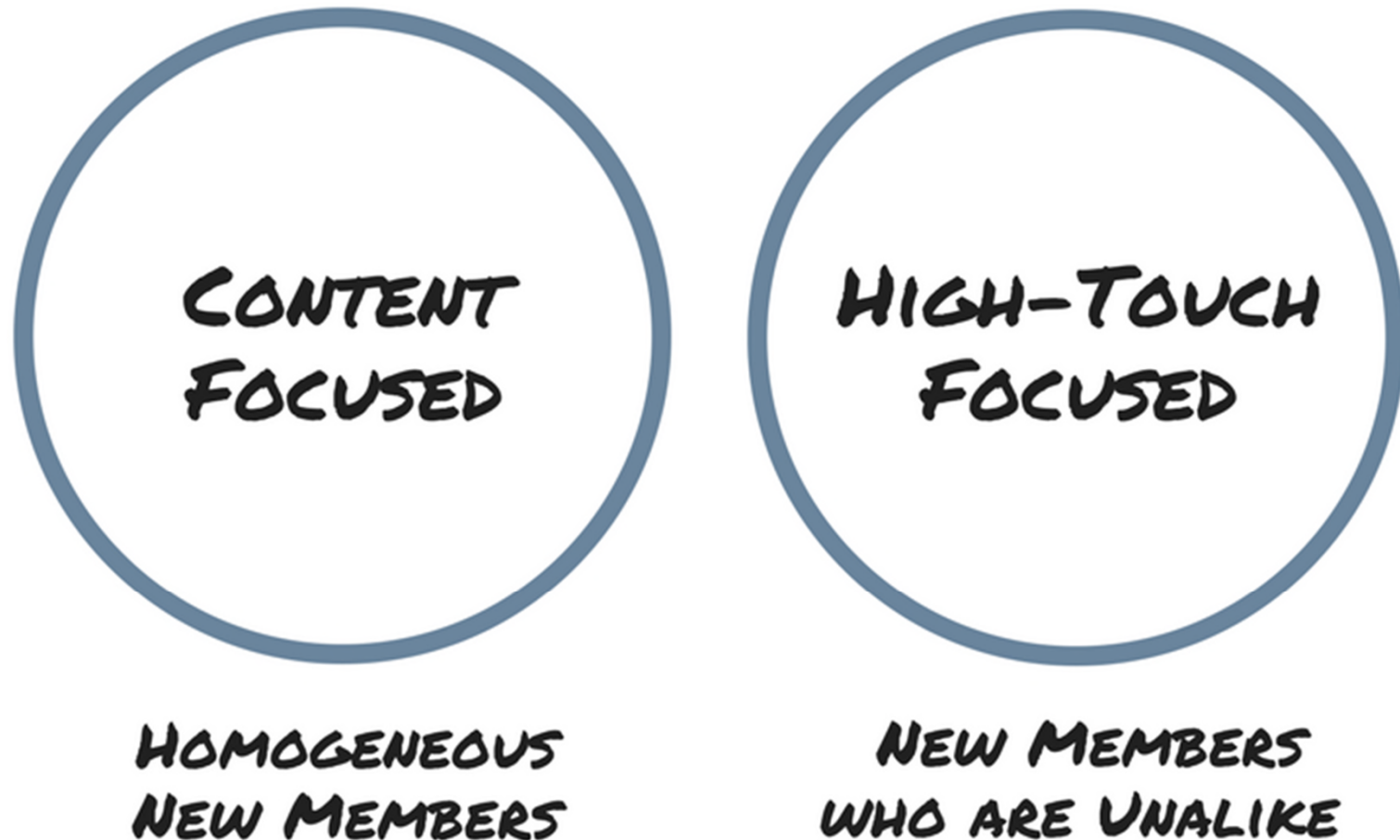
Learn if You Have an Association

- Value Trigger Point

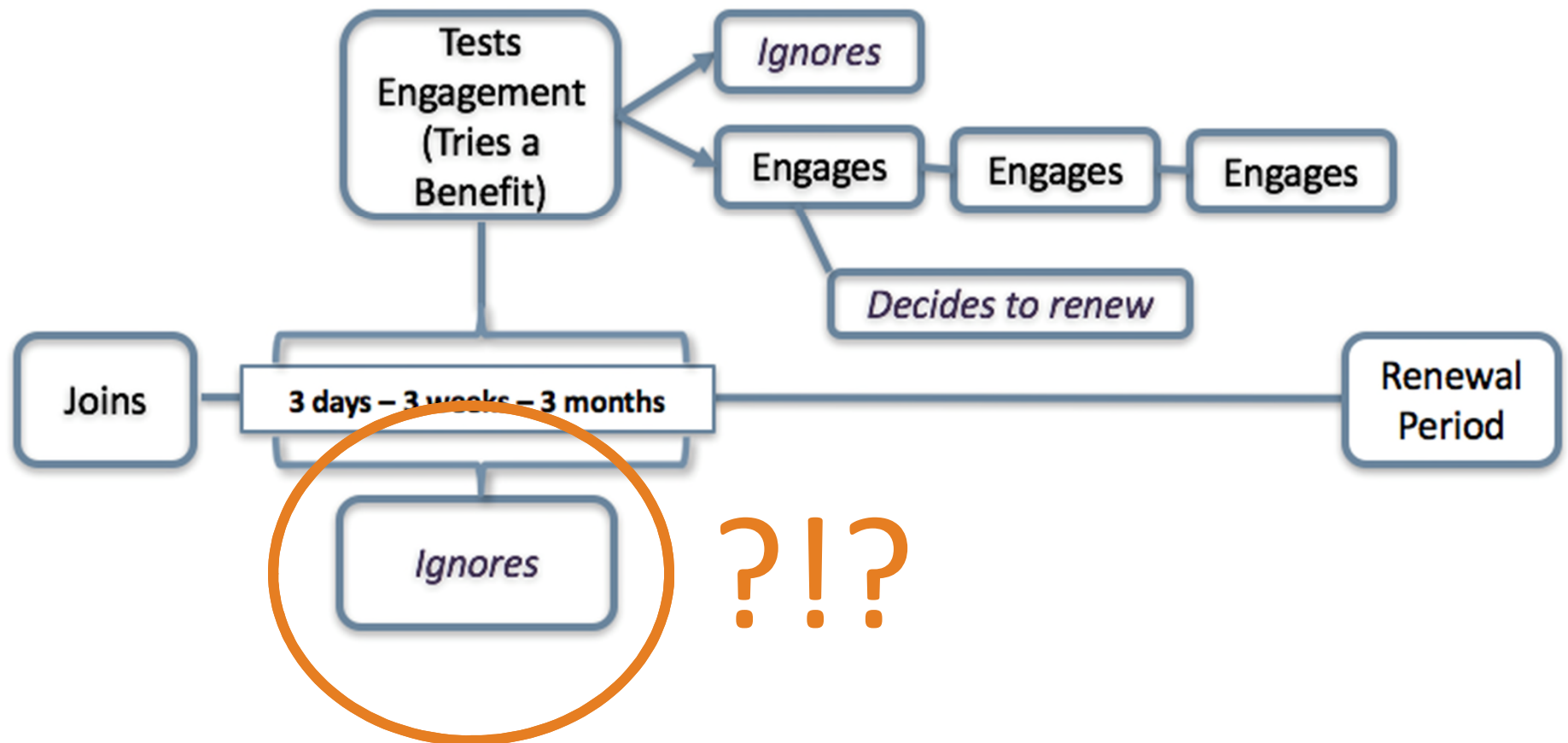


**Does Your Association Have an
Association Value Trigger Point?**

Association Value Trigger Point




Strategy #2



Strategy #2

Provide Value in the First 3 Emails



 @SmoothThePath

First 3 Emails Plan

- ✓ 1. Let members know that you know what their problem is.
- ✓ 2. Solve that problem.
- ✓ 3. Connect them to the association's AVTP.

A photograph of a large crowd at a concert or festival. The stage is brightly lit with purple and blue lights, and a performer is visible on stage. The crowd is dense, and many people are holding up their phones to take pictures. The text "Strategy #3" is overlaid in the top left corner.

Strategy #3

Curate Networking

**Luck
and
Hope**



Create a Buddy System

3 Action Items

- ✓ 1. Write the first email new members will receive
- ✓ 2. Learn if you have an association Value Trigger Point
- ✓ 3. Read the companion e-book for more ideas



Poll #2

Do you have a member onboarding plan?:

- A. Yes! And we have had a plan for more than 4 years.
- B. Yes! And we have had a plan for 1-4 years.
- C. We are creating our plan now.
- D. We want to create an onboarding plan.
- E. We do not have a new member onboarding plan.



New Member Engagement STUDY

Onboarding programs increase new member renewal rates on average by

9.7%



ATTENDEES WILL RECEIVE 1 CAE CREDIT

Certificates will be emailed to attendees within 1-2 days.



Amanda Kaiser

*Exponentially Improve
Member Engagement*



www.SmoothThePath.net

akaiser@SmoothThePath.net



[@SmoothThePath](https://twitter.com/SmoothThePath)

