

Strategies for Introducing Info Hub to Your Members

Follow these steps to build excitement and prep your members for their new Info Hub.

It's important for members to understand why your new Info Hub from GrowthZone benefits them. BUT, people (by nature) are reluctant to change. However, when they are prepared for the change and understand why it's necessary, they're more likely to accept it.



TEASER

Build curiosity with announcements hinting at the upcoming change: “We’re working on something exciting.” or “Things are going to be looking a bit different soon...stay tuned for details.”

The announcements to members should be strategically timed. Depending on your organization and its level of member engagement, it may work best to drop hints 2-3 weeks before the launch. For other organizations, a longer time-period may be more appropriate. You want it to drive curiosity, but not bore people by dragging it on too long.

Ideas of places to share announcement hints:

- Website
- Social media
- Newsletters
- Email communications
- At events

PREP

It's critical to complete the Prep step before any communications are sent:

- ✓ Create a FAQ:
Why is this new system a benefit, what will change for me, how much did it cost, why did we do this, etc.?
- ✓ Prepare the association staff on how to answer member questions.
- ✓ Consider highlighting the new benefits in a short video.
- ✓ Contact influential members to give them a heads' up on what is coming and how the organization and the members will benefit. By prepping them, they will be able to answer questions and encourage other members to keep an open mind.
- ✓ Create a couple of screencast videos that show how to update member profiles, upload logos, etc.

LAUNCH

After the Prep step is complete, it's time to kick-off the program.

- ✓ Send a formal member email communication outlining the changes.
- ✓ Put an announcement on the website indicating it's new, what's changed, and why it's better.
- ✓ Mention it at meetings and events.
- ✓ Post it on social media.
- ✓ Share links to the video and screencast to help get members started.

Now that you've had the big reveal and launched your new Info Hub, it's time to get members to use it. Check out Part 2, *Strategies for Marketing the Info Hub to Your Members*.