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 Chamber’s email list – it’s an ongoing process that relies on deliberate communication and engagement.

**THE MEMBERSHIP LIFE CYCLE**

- **AWARENESS**
- **RECRUITMENT**
- **ACQUISITION**
- **ENGAGEMENT**
- **RENEWAL**
- **RETENTION**

A process through which new members move from being organizational outsiders to becoming organizational insiders.
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.

Customize this plan for your organization and remember that even a simple plan is better than no plan at all.

**DAY 1-7**
- Send welcome email.
- Mail new member packet.
- Call the member to say “Welcome to the Chamber.”
- Email instructions on how to access member benefits.
- Call with an event invitation.

**DAY 14-21**
- Make a check-in call / “Hello, how are things going?”
- Email a reminder of features available to members.

**DAY 45**
- Make a check-in call / “Hello, how are things going?”
- Email a reminder of features available to members.
The onboarding cycle should continue for Year 1, Year 2, and Year 3+ members.
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.

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 Chamber’s value.

Learn more by contacting:
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