

Membership

START STRONG & KEEP THEM ENGAGED

By Shannon Tarrant

Co-Founder of Wedding Venue Map

@ShannonTarrant





welcome
wagon®

WEDDING *Venue* MAP COM

On-board 5-10 new
members every month

86% retention &
renewal



Highest membership
cancellations are at the
1st year renewal

What's the Lifetime of a Membership?

Year	New	% Drop 2015	% Drop 2016	% Drop 2017	% Drop 2018	% Drop 2019	% Drop 2020	% Drop 2021	% Drop 2022*	% Due 2023*	HL in Years
2015	508		1%	36%	18%	12%	16%	5%	8%	4%	2
2016	919			53%	15%	13%	8%	3%	6%	2%	1
2017	1162			2%	48%	21%	15%	5%	6%	3%	1
2018	1254				2%	55%	25%	6%	9%	4%	1
2019	1189					4%	60%	17%	13%	5%	1
2020	487						9%	62%	19%	10%	1
2021*	502							3%	69%	27%	1

Half-Life of New Member Cohorts by Year

* Data As Of June 6, 2022

Start Strong: On-boarding Plan

Keep Them Engaged: Retention Plan

ON-BOARDING

WHY ON-BOARDING?

- First impression
- Sets expectations
- Introduces members to all the benefits and services available
- Engage members early to keep them engaged
- Start building a connection with the chapter
- Can increase retention



WORKBOOK!

On-Boarding Self Evaluation

Think back to when you joined NACE, how were you onboarded?

What does your chapter do after someone joins to make them feel welcome?

Grade your chapter in each area

Learning WHY they joined

Sharing the member benefits with new members

Active communication

Getting new members involved

Communication OTHER than email

Personalizing their new member experience

Making them feel welcome

Using current members to help

Tracking their on-boarding progress

No BS - Final Grade A-F

Our chapter only deserves a _____ for our current onboarding efforts

Questions? Hi@ShannonTarrant.com

ON-BOARDING SELF EVALUATION



WELCOME EMAIL SERIES

WELCOME SERIES

- 4 - 5 emails max over the first month
- 7 days apart
- Personalize as much as possible - Hi NAME,
- Tell them it's a series and to look for the emails
- ***YOU CAN AUTOMATE THIS***

WORKBOOK!

Welcome Email Series Brainstorm

Write down anything that should go into this welcome email series:

What questions did you have as a new member?

What FAQ do your current members ask?

WELCOME EMAIL SERIES BRAINSTORM

Questions? Hi@ShannonTarrant.com

Everything you wish
you knew when you
joined

Welcome Email Series Brainstorm

Organize the info from the brainstorm into what order
new members need the information

EMAIL #1

EMAIL #2

EMAIL #3

EMAIL #4

WHAT ORDER TO SEND WHAT INFO

WHAT WE DO

- Links to welcome packet info
- Include your mission statement
- Outline the member's next steps
- Have a “graduation” or end of onboarding email
- A personalized message from a real person
- A list of member benefits they can now access
- Links to helpful resources on your website



WELCOME PACKET

WHAT TO INCLUDE

- Calendar of upcoming events
- Useful & fun SWAG
- Recap of member benefits
- NACE Experience conference info
- Video tour of the NACE national website
- Member directory
- Board contact information sheet

WORKBOOK!



CANVA TEMPLATE



Meet Our Board



First Last Name
Title on Board
Company Name
Email Address
Phone Number



First Last Name
Title on Board
Company Name
Email Address
Phone Number



First Last Name
Title on Board
Company Name
Email Address
Phone Number



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Phone Number



First Last Name
Title on Board
Company Name
Email Address
Phone Number



First Last Name
Title on Board
Company Name
Email Address
Phone Number

WHERE TO PUT IT

- ***On your chapter website***
- Live links to each part so you can update as needed
- In a Google / Dropbox Folder with all pdf resources and share a link

PERSONALIZED EXPERIENCE

- VIDEO VIDEO VIDEO
- Follow them on Social Media
- New member form
- How to make the most of their membership based upon what they submit





NEW MEMBER FORM

- Headshot
- Learn why THEY specifically joined
- Gather their mailing address & birthday
- Preferred communication method
- Social media - professional & personal
- Fun Facts
- Favorite things

WORKBOOK!



Sample New Member Welcome Form

ORIENTATION

On Zoom

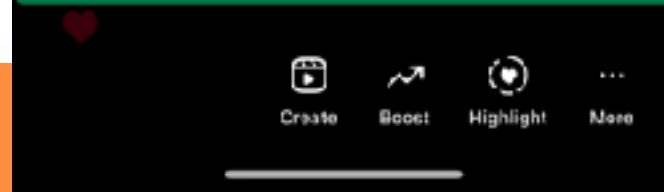
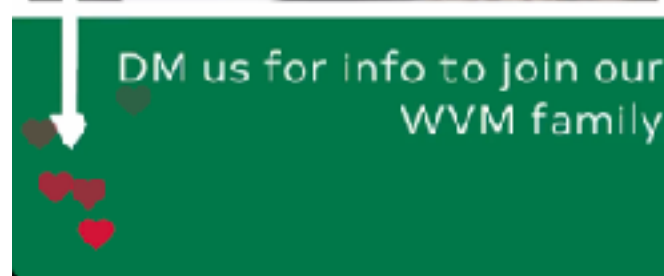
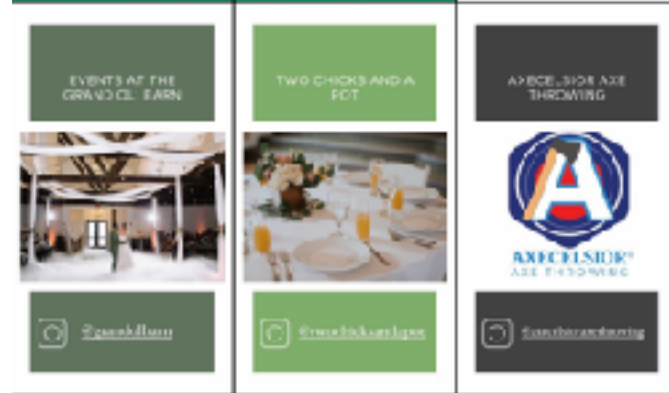
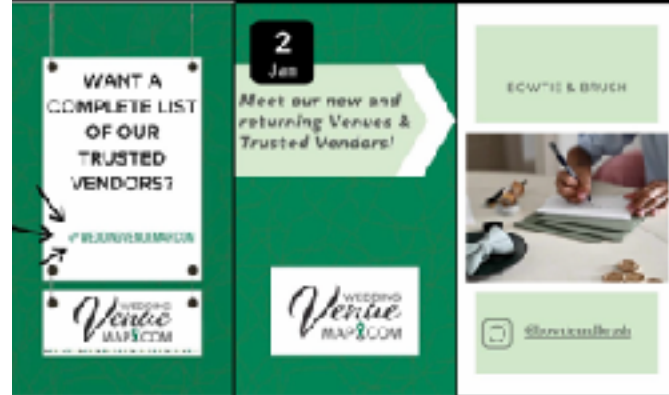
Monthly new member orientation / renewal member refresh

In Person

Pre-meeting orientation for new members

IT'S A FEELING

New member welcome post on social media accounts



Follow WVM
to see how
we feature
members





Wedding Venue Map

Posted by Abby Strong

Jan 2 · 🌐

A big welcome to our newest Wedding Venue Map family member, [Bowtie & Brush!!](#)



weddingvenuemap.com

Bowtie & Brush - Wedding Venue Map

[See insights and ads](#)

[Boost post](#)



3

2 shares



Like



Comment



Share



Wedding Venue Map 9+



[Posts](#)

[About](#)

[Videos](#)

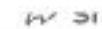
[More](#)



Like



Comment



Share



Wedding Venue Map

Posted by Abby Strong

Jan 2 · 🌐

Here's to another year with cur Wedding Venue Map family member, [About Face Design Team!!](#)



weddingvenuemap.com

About Face Design Team - Wedding Beauty - Orlando, FL

[See insights and ads](#)

[Boost post](#)



2

1 comment



Like



Comment



Share

Email blast to feature new
to entire email list

Welcome to the Family!

WEDDING
Venue
MAP.COM

We're so excited to introduce you to the newest trusted vendors of
WeddingVenueMap.com!

Building new relationships is *the* best way to grow your business.
Check out their websites, follow them on social media, and reach out to start a
conversation.



Fairy Tales & Wedding Bells

michella@fairytalesand
weddingbells.com

[Learn More >>>](#)



The Cookie Jar Orlando

hello@thacookiejarorlando
.com

[Learn More >>>](#)

🥂 **Happy WVM Anniversary to our returning
members!** 🥂

Since 2018

- C Squared Events LLC
- Cake Designers
- A Chair Affair
- Club Lake
- Events by The Flower Studio
- The Hawley Mansion
- Mission Inn Resort & Club
- Rabbi Sanford Olschansky
- SugarPop Productions
- Two Chicks and a Pot
- Up The Creek Farms

Since 2019

- Florida Marriage License by Mail
- Orlando Science Center
- Perfect Day Productions

Since 2020

- Events at the Grand Old Barn
- Lakeside Inn
- Osceola County Welcome Center & History Museum
- Pioneer Village at Shingle Creek
- Victoria Jewelers

Since 2021

- 23 Acres Farm
- About Face Design Team
- Ascelsior Axe Throwing
- Blonde Ambition / Latin Ambition
- Entertainment Central Productions
- Event Concepts Entertainment
- Gary Lovini - The King of Strings
- Junction 88 Productions
- Lazzat Photography
- Osceola Science Center

See this as a
Live Email



Mail a physical card
signed by the entire board

Personal Welcome Phone Call & Text Gif



Welcome Wagon Committee

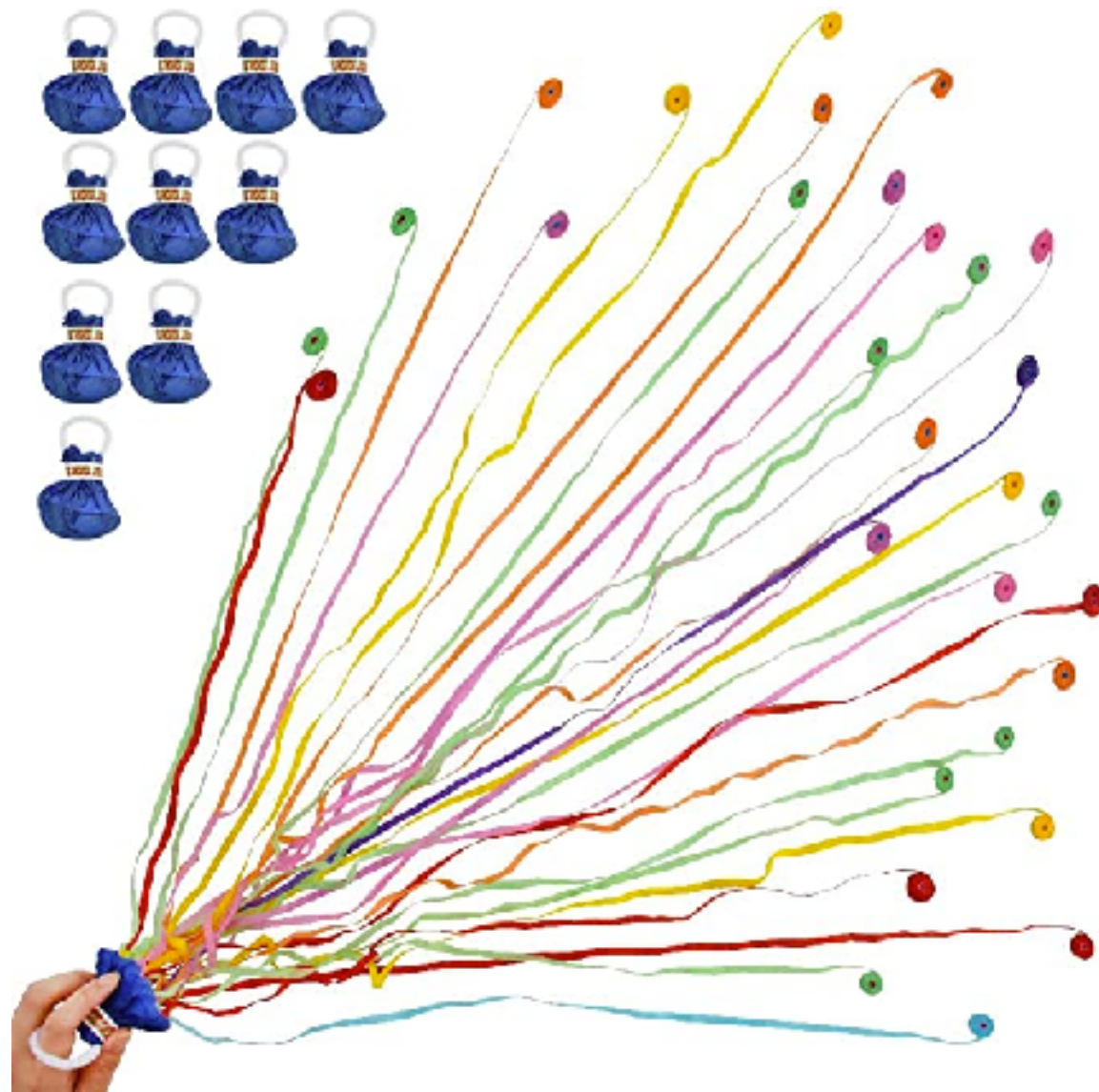


Member Nametag
must have at first meeting

Badge Ribbon



First meeting welcome surprise



Invite them to join your online community

Host a quarterly new
member meet and greet
(coffee connect or
speed meet)

Help new members find
someone with whom they
have something in
common

Spotlight them on the
chapter website for
the month

PERSONAL EVENT INVITES

EVENT INVITATIONS

- A direct and personal note from you will be much harder to refuse than a mass email invitation
- Check who has a ticket before sending
- They tell you why NOT coming (feedback)
- Share in-depth information about the event
- Buddy system helps lighten the workload



Remind them that they
joined to network!

HOW TO GET INVOLVED

PARTICIPATION

- Have list of ways they can help
- Volunteer opportunities
- Every board member choose 1 micro task to form a committee . . . ideas below:
- Check in at events - Setup / Breakdown crew -
Sending New member welcome email -
Mail the card



TRACKING THIS

We only track:
Event Attendance +
Email Open & Click
Rates

WORKBOOK!

On-Boarding Action Plan

	This Year	Future Plan	No Thanks
Welcome Email Series _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create a Welcome Packet _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send a Video Welcome Message _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make a Board Contact Sheet _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a New Member Welcome Form _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Host an Orientation _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feature on Social Media _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail a Board Signed Card _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Build a Welcome Wagon Committee _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get Member Badge Ribbons _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Host New Member Meet & Greet _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send Personal Meeting Invites _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make a List: Ways to Get Involved _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Track New Member On-boarding _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



NOTES:

Questions? Hi@ShannonTarrant.com

KEEPING THEM ENGAGED & COMING BACK

YEARLONG PROCESS

- Month 1: Welcome Period
- Months 1-3: Orientation
- Months 4-6: Nurturing
- Months 6-9: Retention
- Months 9-12: Renewal

ORIENTATION PERIOD

ORIENTATION PERIOD

- Months 1-3
- Check in Video / Text Messages
- Personal invites to meetings by Welcome Wagon
- Show them visually what on your website will be most useful to them
- Where to find other resources that will make their membership experience better



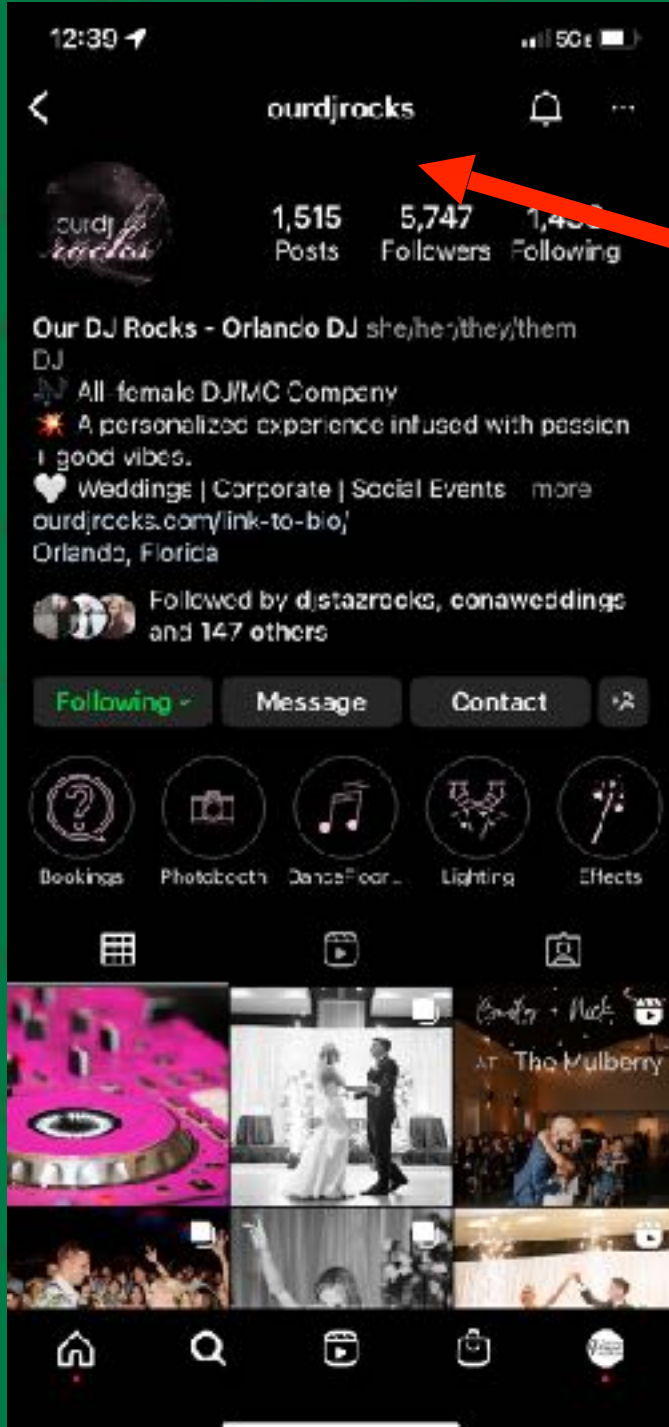
NURTURING PERIOD

NURTURING PERIOD

- Months 3-6
- Engaged on their social media
- Sharing, Liking, & Commenting
- Put new members into your IG favorites

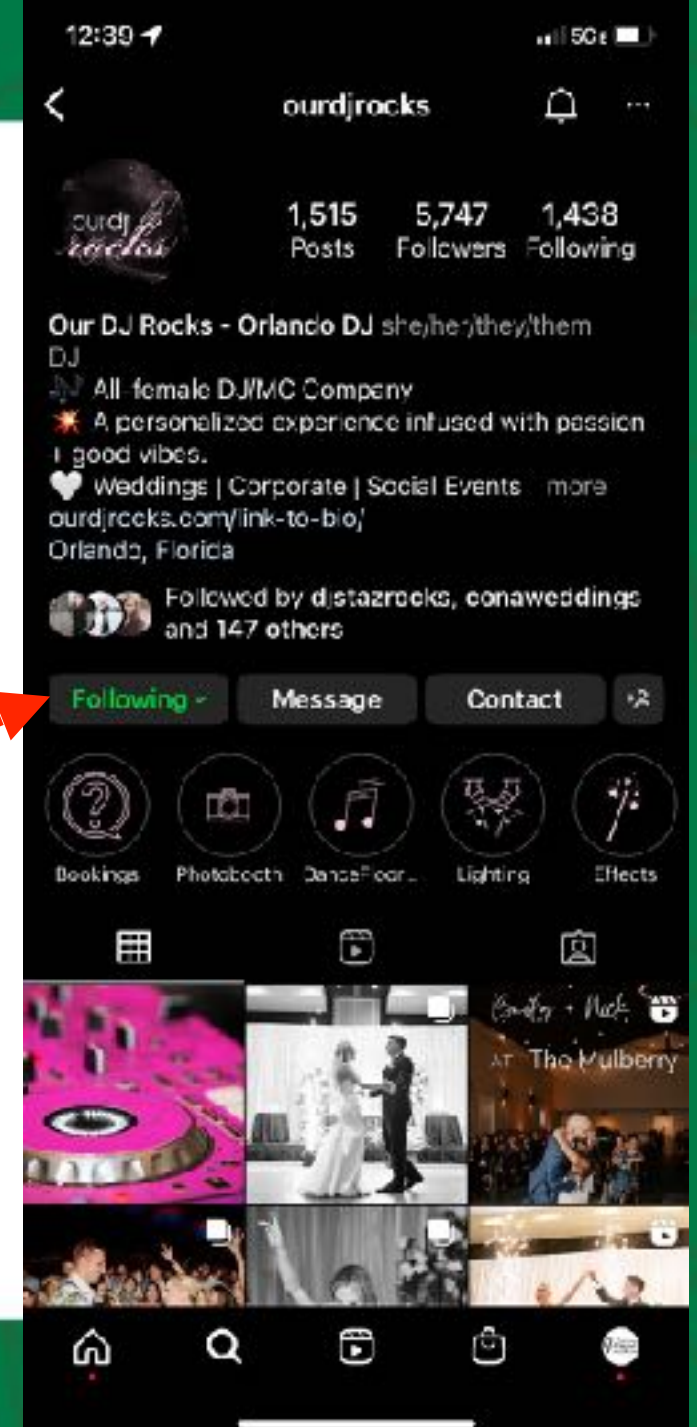
ADVANCED IG FEATURE

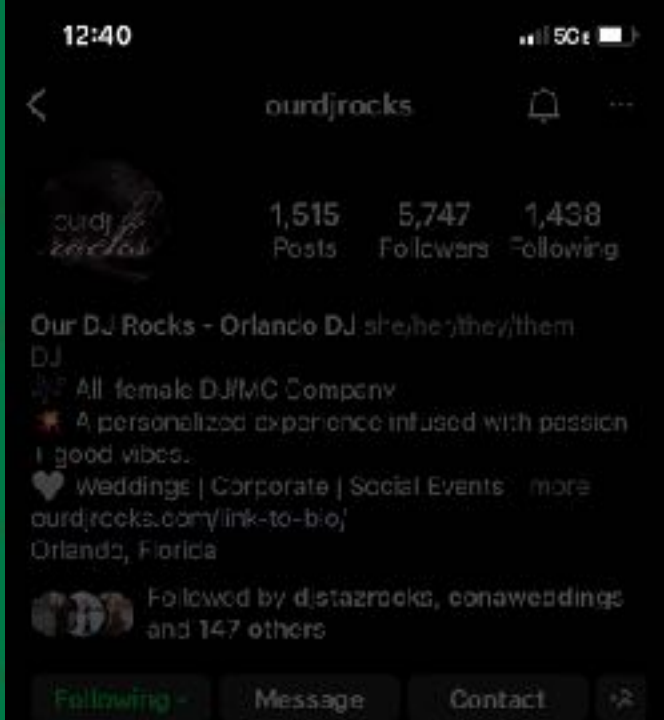
**FAVORITES & CLOSE
FRIENDS**



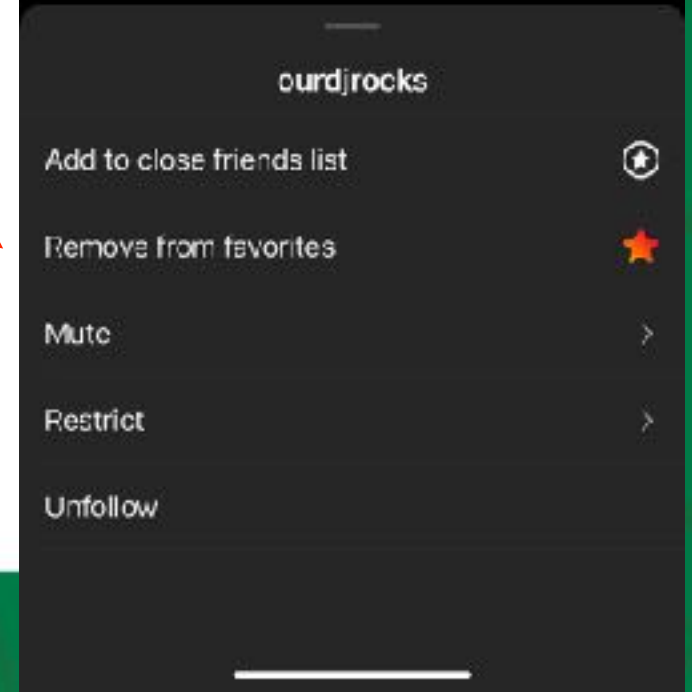
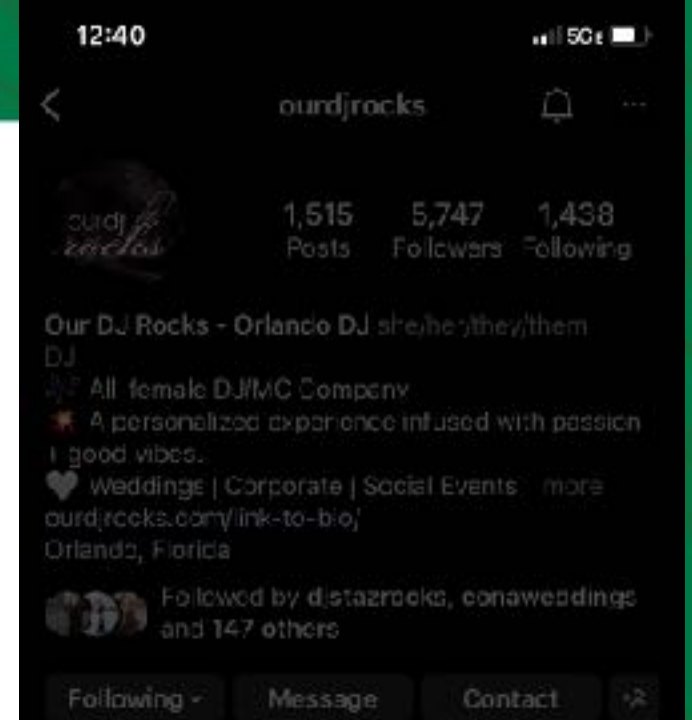
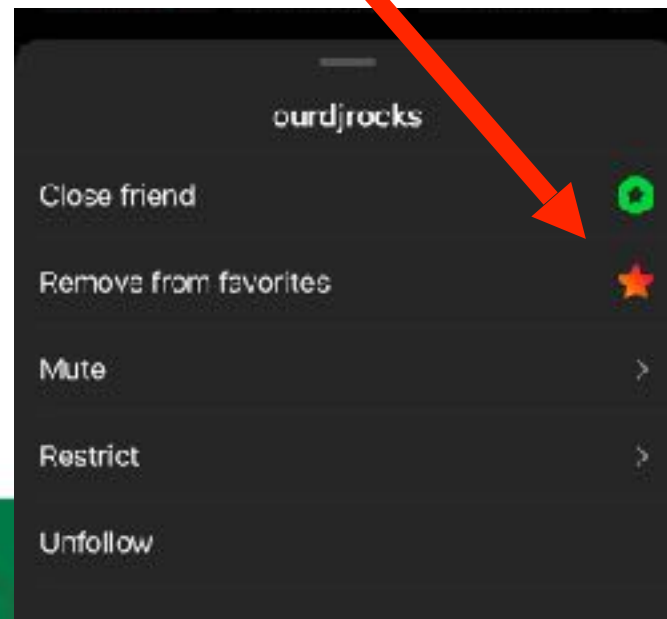
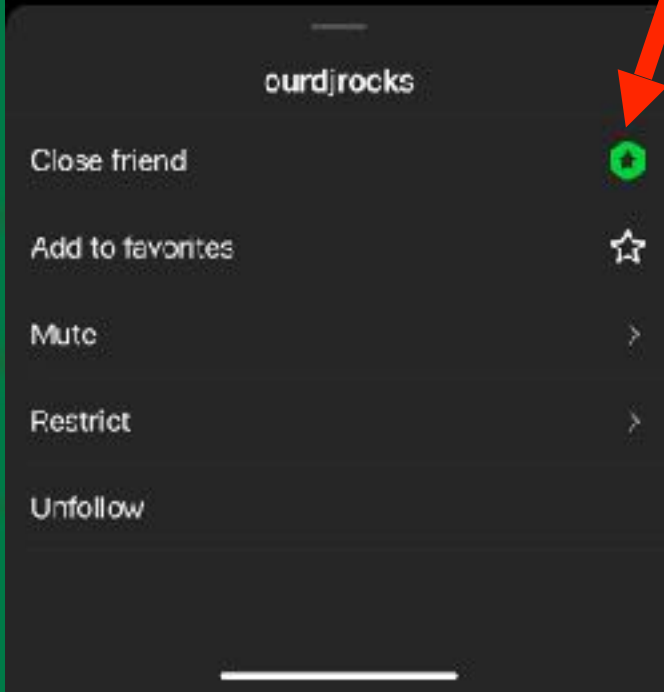
1. SEARCH &
OPEN ANY
ACCOUNT

2. CLICK ON
THE FOLLOW /
FOLLOWING
BUTTON





3. CHOOSE
CLOSE FRIEND,
ADD TO
FAVORITES OR
BOTH



ADVANCED IG FEATURE

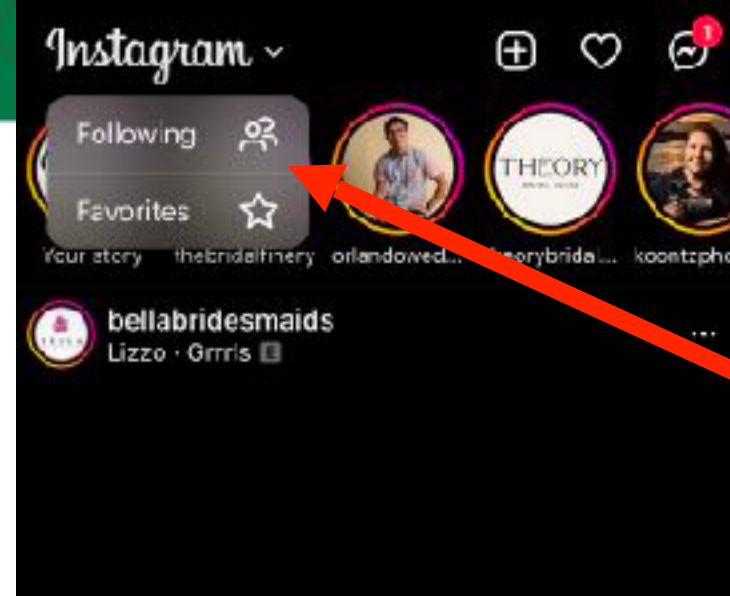
FOLLOWING FEED

YOUR
NORMAL
FEED



**FULL OF
THINGS YOU
AREN'T
FOLLOWING
AND ADS!**

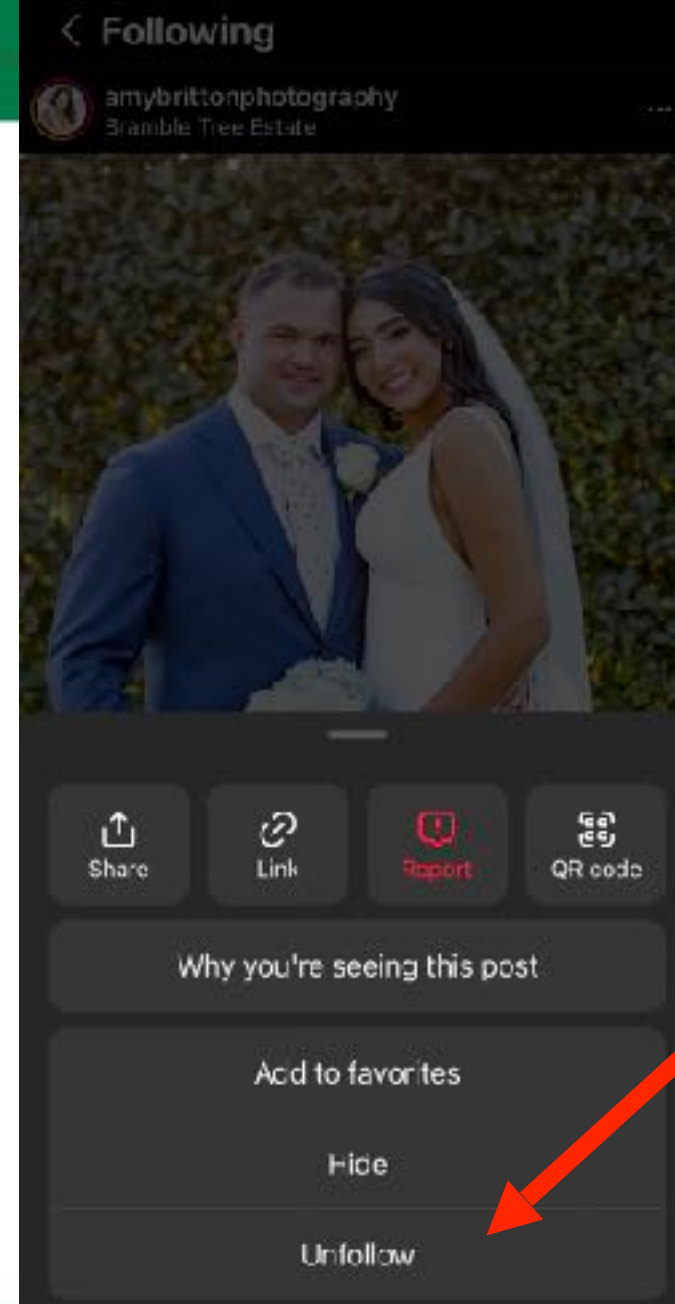
CLICK
HERE



NEW
FEED
ONLY
WHO
YOU
FOLLOW
& FAVES

DOUBLE
TAP
TO LIKE

CLICK
HERE
TO
COMMENT



HERE
TO
UN-
FOLLOW



We did have to do some
emoji training 😂



NURTURING PERIOD

- Engaged on their social media
- Send consistent emails with a regular monthly newsletter
- Members only Ask Me Anything with _____ - zoom calls
- Onboarding survey
- Customize communication channels

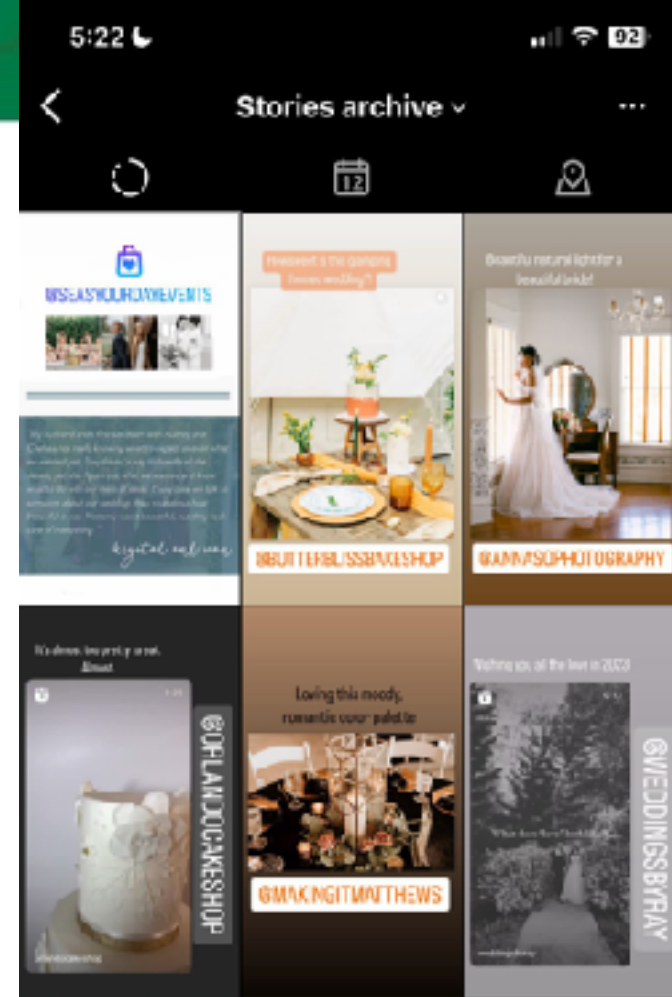
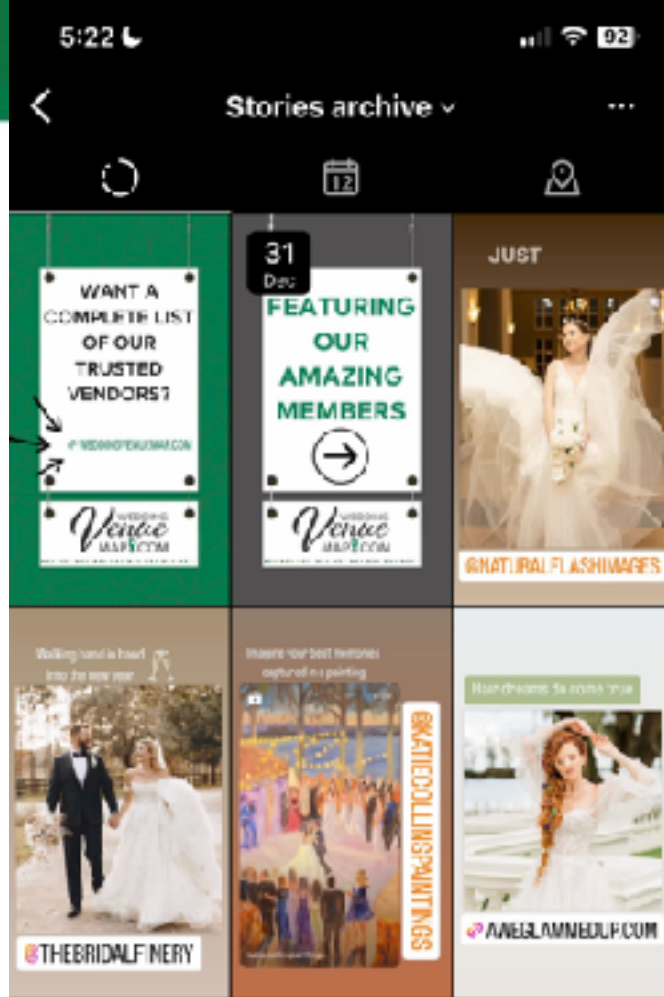


Onboarding Survey

- Ask about their welcome experience
- What did they like
- What could you have done better
- What they would have liked to see that you didn't provide

RETENTION PERIOD

Social Shares



6 Month Check-In

Phone Call

- What was the last event you attended?
- What has been your favorite part of being a member?
- Do you have any constructive feedback for leadership to change?
- Do you have any interest in joining a committee?





postable

Pay Attention



Anonymous Online Survey

WORKBOOK!

Current Member Survey

We value you being a member. As a chapter, we are always looking for feedback to improve your experience. Please be detailed and honest in your replies.

 shanson@weddingensemap.com (not shared) [Switch account](#)



What should our organization continue doing?

Your answer

Overall, how would you rate your experience as a member?

- ☐ Very Satisfied
- ☐ Somewhat Satisfied
- ☐ Neutral
- ☐ Somewhat Dissatisfied
- ☐ Very Dissatisfied

What should our organization stop doing?

Your answer

Which member benefits do you take the most advantage of? (fill in or check all that apply)

Your answer

What do you wish you knew more about regarding your membership?

Your answer

What education topics would you like to suggest for programming?

Your answer



RENEWAL PERIOD

Renewal Reminder 3 months out

Press Pause Plan



ME **Massage Envy™**

BEST PRACTICES TO KEEP THEM COMING BACK

Build a Membership Committee & Ambassadors

Gather Member Testimonials



Diversify Your Events

Renewal Email Drip

Mt: Renewal Workflow

Part 1

- ☐ send email **Renewal WF - Networking Events** 47 week(s) before project end date
- ☐ send email **Renewal WF - Submissions** 40 week(s) before project end date
- ☐ send email **Renewal WF - Any updates?** 30 week(s) before project end date
- ☐ create todo **Have they made any listing updates since email sen...** 26 week(s) before project end date
- ☐ create todo **{{job.mappedFields.venue_vendor_name.value}} 6 Mon...** 26 week(s) before project end date
- ☐ send email **Renewal WF - Youtube Video Playlists** 20 week(s) before project end date
- ☐ send email **Renewal WF - Feedback** 15 week(s) before project end date

Part 2

- ☐ change project status 6 week(s) before project end date
- ☐ send email **Renewal WF - 6 weeks til auto-renew** 6 week(s) before project end date
- ☐ send email **Renewal WF - 1 month to Auto-Renew** 4 week(s) before project end date
- ☐ create todo ([job.mappedFields.venue_vendor_name.value]) - **Cal...** 3 week(s) before project end date
- ☐ send email **Renewal WF - Last Chance Auto-Renew** 2 week(s) before project end date
- ☐ create todo ([job.mappedFields.venue_vendor_name.value]) - **REN...** immediately before project end date

Open Two-Way Communication

LEARN FROM OTHERS

- Spend time looking at what similar membership groups in other sectors are doing
- Identify what your other organizations & associations are doing well and then level it up

One one of the best ways to
retain members is to
***truly distinguish yourself
from any comparable
services and competitors!***

Check-In with Overdue Renewals

Host a Retention Call-A-Thon

Remind members about
the benefits — often!



TOWN HALL

Monday, September 12th - 11:30

WORKBOOK!

Retention Plan

YOUR RETENTION GOAL:

WHAT IS CONSIDERED TO BE A "soon-to-be-expiring" MEMBERSHIP?

List of the communications you'll send this list of members, including the channel of each outreach (e.g., email, phone call, text, etc.) and how long before their expiration date that communication happens. A brief summary of your retention message. A list of those responsible for each step—e.g., writing and sending the email, calling the member and specific dates for each key milestone

Chapter Retention Plan

Questions? Hi@ShannonTarrant.com

Year Long Email Series

<i>New Member Survey</i>	<i>Month 1</i>
<i>Benefit 1 - Networking @ In Person Events</i>	<i>Month 2</i>
<i>Benefit 2 - programming / education</i>	<i>Month 3</i>
<i>Check Their Event Attendance</i>	<i>Month 4</i>
<i>Sponsor an Upcoming Event?</i>	<i>Month 5</i>
<i>Phone Call / Text Message</i>	<i>Month 6</i>
<i>Benefit 3 - tag us on social</i>	<i>Month 7</i>
<i>Benefit 4 - Current Member Survey</i>	<i>Month 8</i>
<i>Checking In - How've you been?</i>	<i>Month 9</i>
<i>Benefit 5 - Best Connection You've Made?</i>	<i>Month 10</i>
<i>Renewal Coming Soon</i>	<i>Month 11</i>
<i>Welcome Back</i>	<i>Month 12</i>

MONTHLY NEWSLETTER IDEAS:

OUTLINE THE EMAIL SERIES

Scan QR Code to Download this pdf from Google Drive

RECOGNITION MATTERS

Acknowledge Desired Behaviors

- Volunteering on committees
- Posting on social media about NACE
- Sharing your content
- Inviting new people to meetings

Reward Them



Reward: Digital Business Cards



Popl Card

\$4.99

★★★★★ 40 Reviews

COLOR



QTY

— 1 +

ADD TO CART



WeddingVenueMap.com/popl
20% off!

Loyalty / Awards Program

**What awards do you do to
recognize your members?**

Long-standing members event

DISENGAGED MEMBERS

WORKBOOK!

Disengaged Members Brainstorm

Write down ways that you can tell a member is disengaged from your organization?

Brainstorm list of signs of disengaged members

Questions? Hi@ShannonTarrant.com

RE-ENGAGE THEM!

- Watch for disengagement and catch it early.
- Find out WHY!
- Win them back before they leave!
- Add to your monthly board meeting agenda a quick member review and see who hasn't attended or been involved and who's going to reach out to check in

A STRONG GOODBYE

EXIT STRATEGY

- You're going to lose some members every year
- Exit interview or survey
- Insight into how your association may need to change to retain members
- Have solid plan to review and act on those results

WORKBOOK!

Exit Survey Questions

What made you decide to cancel your membership?

If there was one thing you'd change about your experience, what would it be?

What could we do to make you consider joining again in future?

What were we doing right?

Is there anything different we could have offered that you would have found better value in being a member?

What was the most valuable part of being a member?

Is there some other way that we could have helped promote your business?

Are you a member of any other associations?

OTHER QUESTION IDEAS:

Exit Survey Questions

Questions? Hi@ShannonTarrant.com

**ONE SIZE
DOES NOT
FIT ALL**

Members who feel
valued, heard and appreciated
are more likely to stay active and
engaged compared to members
who feel disconnected and
not valued.

**NONE of this matters
without...**

CONSISTENCY



FOR MORE
SHANANIGANS!



@TheShannonExperience

@TheWeddingSassholes



The Wedding Sassholes

Shannon Tarrant & Vanessa Negrón

MANAGEMENT • UPDATED WEEKLY • 

Two wedding industry pros, Shannon Tarrant (a venue guru) and Vanessa Negrón (a wedding cake & dessert queen) who love to cuss and talk sh** about the common eff-ups we **MORE**

 Play Trailer

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WEDDING
Sassholes



The No BS Wedding Business Podcast



@TheWeddingSassholes

NEED TO CONNECT?

Honest feedback with fresh eyes!

Hi@ShannonTarrant.com

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@ShannonTarrant