

# BEYOND NUMBERS

CULTIVATING A MEMBERSHIP FOR CHAPTER SUCCESS

**ALL ROADS**

LEAD BACK TO MEMBERSHIP

**BUDGET**  
**QUALITY OF EVENTS**  
**SPONSORSHIPS**  
**SUCCESSION**

**CREATING A  
LEGACY OF  
LEADERSHIP**



**10+**

year-old associations  
experience the  
greatest loss

**40%**

young members see  
value in their  
membership

# DEFINING SUCCESS





Retention Rates  
% of *Active* Members  
Event Attendance  
# of First-Time Attendees  
# of Board Applications

NOT JUST ABOUT  
THE # OF MEMBERS





**SOMETIMES IT CAN'T BE  
MEASURED IN NUMBERS**



**A CASE FOR**  
QUALITY OVER QUANTITY

# **WHY PEOPLE LEAVE**



**APPLIED KNOWLEDGE  
IS POWER.**

ERIC THOMAS

- ▶ **LACK OF VALUE**
- ▶ **LACK OF PERSONAL RELATIONSHIPS**
- ▶ **DISCONNECT FROM ORGANIZATION**
- ▶ **BUDGETARY CONCERNS**
- ▶ **NEEDS CHANGE**
- ▶ **EXTERNAL FACTORS**



# MEMBERSHIP AS A TAPESTRY



**A DIVERSE MIX OF VOICES LEADS  
TO BETTER DISCUSSIONS,  
DECISIONS, AND OUTCOMES FOR  
EVERYONE.**

SUNDAR PICHAI, GOOGLE

**WHAT IS THE MAKE-UP  
OF YOUR CURRENT  
MEMBERSHIP?**

**HOW ARE YOU  
DEMONSTRATING  
INCLUSIVITY IN YOUR  
CHAPTER?**



# COMBATTING STAGNATION WITH *ADAPTING*

**COMBATTING STAGNATION**  
WITH *INNOVATION*

**COMBATTING STAGNATION**  
WITH *ENGAGEMENT*

**COMBATTING STAGNATION**  
WITH *LISTENING*

**BALANCING MEMBER  
NEEDS WITH  
CHAPTER GOALS**



TOGETHER WE  
ARE AN OCEAN

RYŪNOSUKE SATORO