

## Getting Leaders Involved in Membership Retention

*Retention is a major goal of all associations and getting leadership involved has been the holy grail of many associations.*

Using asp.net and a backend iMIS database FontanaTech designed a leadership retention application that increased retention goals and provided insight into leader involvement.

The goal of this application was to provide committee and board members of an education association the ability to reach out to members who had not renewed and only had 30 days remaining on their membership and encourage them to renew their membership.

Board members were asked to communicate to committee members up for renewal and committee members were asked to communicate to members who identified themselves as belonging to the that committees particular industry segment.

On a monthly schedule an email was triggered to the leadership asking them to participate in the retention process. A link was provided to a particular webpage that would display a list of individuals who had yet to renew their membership.

When a leader would click on a link, a window would open and present them the with a default message to send. Upon sending the message, the application would update the member's record in iMIS by creating an action item that was assigned to the leader who sent the message. Upon returning to the list of members up for renewal, the page would refresh and remove previously selected member from the list in order to prevent them from receiving more than one message.

By updating the member record in iMIS, membership staff is able to create reports that identify which leaders are participating and at what level. They are also able to identify members who renewed within a specified time frame of receiving the leadership retention message in order to the effectiveness of the program.