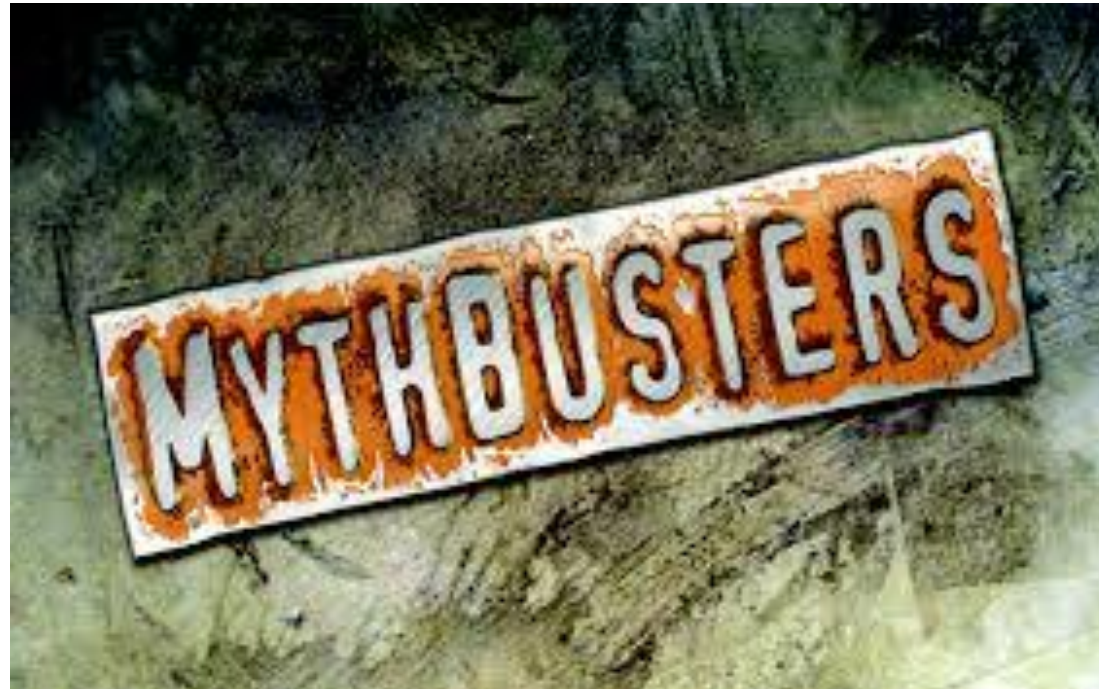




Member Retention: Creating the Member Experience

BY LOWELL APLEBAUM, CAE

Retention Myth Busters



Myth 1:

Retention starts at the first renewal notice

Membership renewal

i Review and confirm

Total amount: **\$60.00 (USD)**

Renewal until: 13 Dec 2011

French Language Membership - \$60.00 (USD)

Subscription period: Monthly

No recurring payments

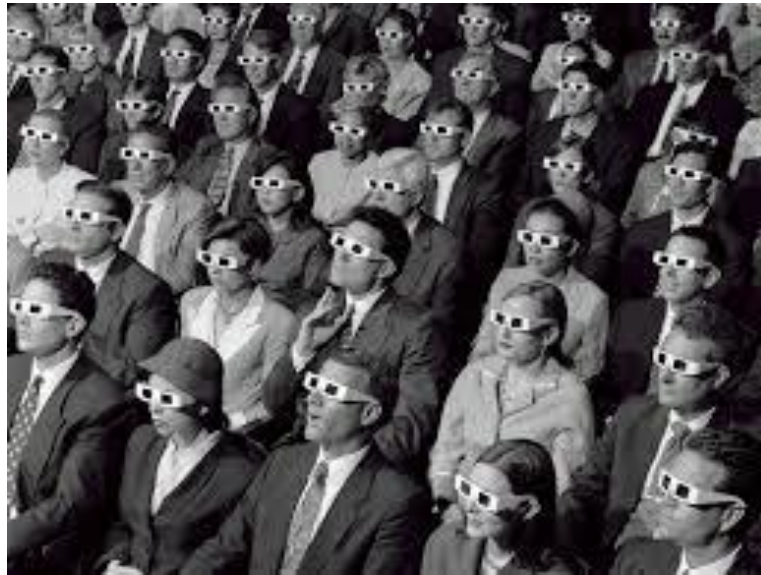
Current status: Active

Myth Buster: Day 1

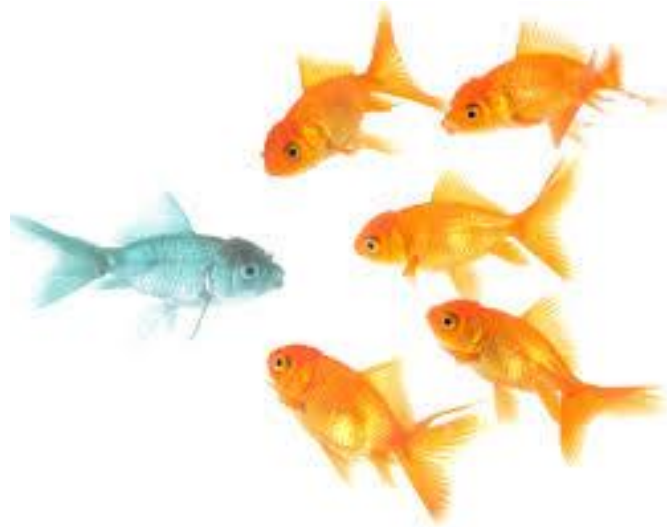


Myth 2:

You have one audience



Myth Buster: Choose Your Audience



Myth 3:

If you send everything, they will find something



Myth Buster: Connection to Why They Joined



Myth 4:

It's all about the solo experience



Myth Buster: Connection and Community is Key



Myth 5:

More is Better



Myth Buster: Share Why You Rock



Myth 6:

It all comes down to what they get



Myth Buster: Invite Members to Give



Myth 7:

Get them to Recognize the Organization



Myth Buster: Organization Recognizes the Member



Myth 8:

They will renew because they 'should'



Myth Buster: FOMO and Desire will Drive Renewal



Truths

1. Retention Starts Day 1
2. Segment
3. Personalize
4. Connection & Community
5. Why you Rock
6. Invite Giving
7. Recognize Better
8. Retention from FOMO and Desire

CREATE THE MEMBER EXPERIENCE

Bonus Myth

Every day, month, year is the same



Myth Buster: Anniversaries Matter



The Member Experience

- ▶ Personal Recognition
- ▶ Growth, Better
- ▶ Connections
- ▶ Community
- ▶ Consistent
- ▶ Fun



Questions



Thank you!

- ▶ Lowell Aplebaum, CAE
- ▶ laplebaum@gmail.com
- ▶ www.linkedin.com/in/lowellaplebaum
- ▶ @lowellmatthew

