

Membership Growth Matters – Our 104th Edition

Publisher: Kevin Cahalane – **Membership Growth**

A note from Kevin

First of all, I conducted a webinar with Alex Makin (Syneka Marketing) last week – brought to you by the wonderful folks at Redback Conferencing (please take a look at the second article in this newsletter). Here is the webinar, entitled “**Seven Dynamic Ways to Grow Your Membership**”:

<http://www.youtube.com/watch?v=sg92IMNrpMg>

Second, read an interesting article in Business Review Weekly recently, about NfP’s and the fact that they will have to turn more and more to sales and marketing in order to attract members (this article related to the health care industry, but is relevant across the board). I strongly believe 2013 is the year that more organisations in this industry will be seeking to recruit sales and marketing specialists (the recruitment of quality marketing people has been underway for quite some time) and this means competing with corporate and SME Australia, no mean feat. It will be an interesting year – please bear in mind that, with 35 years experience working within corporate and SME Australian companies (sales training, business development, sales coaching and mentoring) I am here to assist you. Got a question – want a confidential discussion – please contact me on 03 5976 8966 or kevin@membershipgrowth.com.au . You can also purchase our fantastic sales training program (designed for Not-for-Profits) – **Member Relationship Management** – by visiting <http://membershipgrowth.com.au/MemberRelationshipManagement>. It is only \$197 and you will receive our publication “**Telemarketing for Profits**”, valued at \$77, absolutely **free**.

Also, the final month of our really special offer for the Membership Growth Toolkit – one of the biggest ever selling membership building programs in this Industry, and for good reason, it is the BEST membership building program in the Industry. Full details are below and we are offering the Toolkit and resources @ \$197 as well as full access to The Membership Growth e.Library (valued at \$77) with our compliments!

<http://membershipgrowth.com.au/Membership-Growth-Toolkit>

Visit our Communications and Technology Directory! Information on website marketing, contact management/CRM systems, member loyalty programs, data base development and more. Please visit: <http://membershipgrowth.com.au/TechnologyCommunications>

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**‘We will increase your Membership
... and earn you more Revenue’**

In this premium 104th edition of Membership Growth Matters:

1. **Membership Sales and Marketing – seamless integration or strange bedfellows?**
2. **The Redback Report – hot off the presses and interesting information**
3. **What is Marketing – by Alex Makin**
4. **Increasing membership by 867%? Easy!**

The best way to predict the future is to create it.
Peter F Drucker

1. Membership Sales and Marketing – seamless integration or strange bedfellows?

Things are fine between Sales and Marketing if ...

- The company is a mid size NfP and there are small numbers of people (eg a marketing coordinator and a member services manager) who have good relationships and work well together.
- Marketing is considered a membership/sponsorship support function and the marketing coordinator reports to the general manager.
- Your organisation's outlook has not changed dramatically and there is a sense of 'it's always been done this way'. This may **not** be a great long term proposition for survival, however, sales and marketing are 'best buddies'.

There is a need to tighten processes and systems between membership sales and marketing if ...

- There is conflict between the departments.
- There is duplication between the two departments eg membership sales feel they have to prepare their own campaigns such as direct marketing and email direct marketing or marketing promotion, conduct their own research and development without involving marketing.
- Tasks and outcomes 'fall between the cracks' as opportunities are missed or not recognised or the dreaded phrase 'that's not my job' makes its debut.
- The departments compete for resources and funding eg for a new target market/channel member acquisition campaign.
- Sales and marketing report separately to senior management.
- There is no culture of shared responsibility and financial accountability within your organisation.

By the way, the above can hold true for integrating member services with sales.

Sales and Marketing Integration – Two Key Areas:

1. Planning

- Ensure membership (and sponsorship) sales and marketing are involved in all planning processes and have common KPI's.
- Ensure marketing understands sales targets (to gain members and sponsors) and how they must assist sales to achieve these markets.
- Marketing and sales both need to be close to members.
- Sales and marketing work closely together to form a common strategy for approaching new membership/sponsor target channels.

2. Systems

- Ensure joint activities are tracked and both departments are held accountable for outcomes.
- Evaluate successes (or otherwise) of sales and marketing ventures.
- Meet and review on a planned, regular basis.
- Develop a team culture with shared responsibility for results.

You can also purchase our fantastic sales training program (designed for Not-for-Profits) – **Member Relationship Management** – by visiting <http://membershipgrowth.com.au/MemberRelationshipManagement>. It is only \$197 and you will receive our publication "Telemarketing for Profits", valued at \$77, absolutely **free**.

There's nothing like a hearty laugh to unclutter the brain, unburden the heart and convince the family you should be in a Home.

Kerry Cue

2. The Redback Report

The team over at Redback Conferencing have just released The Redback Report. They asked their customers about their experiences as virtual attendees on tele and web conferences, webinars and webcasts. The final report shines a light on the pros and cons of online meetings and demonstrates the importance of choosing presenters carefully, keeping audiences engaged and selecting the right time of day to use conferencing technology. Some interesting stats came out of this...

- 54% said their main reasons for attending a webinar were for professional development, education or training purposes.
- A whopping 90% admitted to checking their emails while attending an online meeting.
- 41% said they prefer to attend a mid-morning webinar while only 5% enjoy the late afternoon time slot.
- Interactivity and engagement (29%), a simple registration and joining process (67%) and on demand content (60%) all rated as extremely important factors.

If you're currently hosting or looking to run webinars then I definitely recommend that you download the full complimentary report and have a sneak peek at what works, and what doesn't!

Link to download: http://www2.redbackconferencing.com.au/The_Redback_Report

It is not because things are difficult that we do not dare, it is because we do not dare that things are difficult.
Seneca

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3. What is Marketing? By Alex Makin Syneka Marketing

Marketing is unfortunately one of the most misunderstood functions in businesses and organisations. Professional Marketers have unfortunately allowed the term to be hijacked – through telemarketing, direct marketing, SEO marketing – and by others, who claim to offer marketing, but without the foundations to ensure ongoing success.

Marketing is created when you leverage the tools you have to achieve your organisation's goals.

The definition

Marketing has no standard definition – the key terms even differ between professional marketing associations.

The American Marketing Association defines marketing as:

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

While the Australian Marketing Institute uses the following definition:

Marketing creates value – for customers, shareholders and society as a whole. It does this by creating an alignment between what consumers value and what organisations offer. It offers techniques that help firms better understand the needs, preferences and perceptions of their customers (a prerequisite to adding value to them), and ways of using that understanding to focus the value-creating and communicating activities of the firm into areas where they will be most effective.

While the definitions differ, there is the common element of value, ensuring organisations provide value that resonates with customers, clients and other stakeholders.

Marketing – more than the sum of the parts

Marketing is more than sales, advertising, logos, promotion or processes – it is about leveraging the combined effort of your business or organisation to achieve its goals and mission.

Marketing starts with strategy. It considers the capabilities of your organisation and assesses the wider operating context to outline the steps required to achieve the goals you want for your organisation.

A marketing plan works in tandem with your business plan, providing the context and identifying steps that are required. A business plan identifies what you want to achieve, a marketing plan shows how you achieve these outcomes.

A logo on its own is not marketing, nor is a brochure, website or Twitter account. Marketing is when the logo is used to create a brand, providing an identity that is used in a brochure, website or Twitter account to communicate messages that reach and resonate with a target audience.

Marketing is when you leverage each of these tools to achieve the goals you have set for your organisation.

Beware the Pretenders

There are unfortunately many operators who are nothing more than pretenders – hijacking the marketing term through promises that cannot be kept.

You can use more than one provider to draw on specific expertise, but each of them should understand your goals and how they fit into the bigger picture. Services that neglect the bigger picture will do more harm than good, offering suggestions that fail to understand the people, processes and strengths of your organisation.

The consequences

Failing to understand the bigger picture can harm the reputation of your organisation, by creating conflicting messages that erode the value of your brand.

Let's consider a brand like Porsche. If Porsche wanted to increase sales then one option would be aggressive price discounts. Reducing prices would most likely result in a short-term increase in sales, but would also erode the prestige that Porsche has established over many years. The end result would be conflicting messages and an eroded brand that would adversely impact sales and reputation into the future.

A holistic marketing approach would understand the strengths of the brand and provide strategies that do not erode an organisation's value.

Retail is experiencing a similar issue in Australia, where the focus has been on price rather than service.

There was a time when shoppers travelled to Myer to experience its highly regarded levels of service. Over time a focus on reducing prices resulted in staff reductions and a lower level of service, making Myer just another department store.

Along came online stores, who can undercut traditional retailers because they do not have the same cost pressures.

Unfortunately, retailers have focused predominately on price, without leveraging the strengths provided by a store presence. The result is an erosion of their unique selling proposition, or the attributes that distinguish one organisation from another. Retail needs to focus on the experience: service, personalisation and where shoppers are able to see what they want to buy.

Don't damage your brand

While a standard definition of marketing is unlikely to be agreed upon soon – it is time to recapture what marketing is and the value it provides.

Don't risk your organisation with providers who fail to understand the bigger picture and do not provide the steps to get you there.

Success starts with strategy – know what you want to achieve and then plan the steps required to get you there.

Alex Makin

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Syneka Marketing – Success Starts with Strategy

strategic marketing | creative design | digital content | outsourced marketing

The problem with people who have no vices is that generally you can be pretty sure they're going to have some pretty annoying virtues.

Elizabeth Taylor

4. Increase Membership by 867%? Easy!

Well, the heading isn't misleading – it actually happened and I was the one responsible for making it happen. So I guess we will call this a membership growth case study.

I live in Mornington, a picturesque town, by the seaside and located on the Mornington Peninsula. Having lived here for 2½ years, I thought it would be a great idea to volunteer, as a small gesture, to manage the membership growth of our local footy team – the Mighty Bulldogs! Well, the committee accepted my offer (without much deliberation at all!) and I became the Volunteer Membership Manager.

This was in November 2012. Nothing happened. No one had any records (the thought process was “about 12” members in season 2012, but no records were found). So, a data base sitting at zero. Recruiting did not commence until about January 2013 (the season commenced in April) and even though I did some preliminary work, addressed the committee, developed a strategy, designed a website marketing campaign, came up with some great packages ... no one joined.

Incidentally, from Late January to mid March my business experienced the most busy time ever! I could not keep up with the work ... it was overwhelming for 8 full weeks.

This was also when our first member of the season joined, on line.

That was when the committee said “OK, now we commence the membership campaign” NOW?!?

The first big event (I couldn't actually attend – I was in Sydney conducting a sales training workshop with funeral home staff! Another story altogether), we got 30 members, I got more members simply by talking to people – as did the various committee members. Word of mouth (plus a really good package) was bringing them in the door. At a practice match I sold three memberships.

At the first home game, I worked the front gate and sold 28 memberships, yep, had a sales pitch, delivered the pitch and they became members.

Second home game, I sold 15 new memberships. At a function in the Club House I sold another two.

What was happening? Well, I was building the membership one step at a time. Hard slog. But they came ... and they purchased. By the third home game, I was really enjoying the sight of all these people arriving at the football with their lanyards and membership cards around their neck!

How many did we gain – 104. That would represent an increase of 867% over season 2012. What was our package? Simple stuff:

- a lanyard and membership card;
- a bumper sticker;
- special members' only sponsors offers;
- a weekly (pain in the butt!) newsletter including a comprehensive game analysis from our coach – all exclusive for members!
- a members' only “pies and sausage rolls” pre game event, at our first home game. All free and drinks at bar prices.

I worked with a good team (the committee) to achieve this result. Next season, we are going to grow to 200.

Already working on a couple of renewals offers plus scouting a few new recruitment channels for season 2014.

When I was an 18 year old, drafted into the US Army, about to head off to New York City for induction – the last bit of advice my dad gave me was “volunteer for nothing”. Sage advice dad, yet I am actually enjoying this task and look forward to continuing.

By the way – if anyone in a sports club is reading this article and would like a copy of our members newsletter – send me an email and I'll forward to you.

At Membership Growth, we are here to help you in 2013. We have great membership resources <http://www.membershipgrowth.com.au/VISIToureResouce> as well as our Technology and Communications Directory @ <http://membershipgrowth.com.au/TechnolgyCommunications>

What are some of the issues you are currently facing with your member recruitment campaign? Are you engaging and communicating with your members in a planned, efficient and effective manner? How do you grow first year members into lifetime advocates for your organisation? Are your renewals campaigns successful? How do you win back lost members?

Are your marketing and promotion campaigns not gaining the returns they once did?

If any of the above is causing you problems ... Kevin Cahalane can help you.

About Kevin Cahalane – Principal and Founder of Membership Growth

Over the past 20 years, Kevin has worked with some of Australia's top Associations, Clubs and other non-for-profit Organisations including CPA Australia, Financial Planning Association of Australia, Pacific Area Newspaper Publishers Association, Australian Physiotherapists Association, , Victorian Arts Centre, Real Estate Institute of New South Wales, Institute of Professional Works Engineers Australia (NSW), Law Society of Western Australia, Playgroups NSW, a total of 15 Australian Football League and National Rugby League Clubs, the Sydney Turf Club, Victoria University, Victorian Automobile Chamber of Commerce, Returned & Services League (RSL Victoria), Save the Children, Australian Parachute Federation, Six Credit Unions, Rockhampton Regional Development, Australian General Practice Network, Cohn's and Colitis Association, Pharmacy Guild of Australia-Vic, Australian Breastfeeding Association, Deakin University Students Association, Waste Management Association of Australia, Mornington Golf Club and Zoo's Victoria.

Kevin's varied membership development roles include:

Training

- Membership (and Donor) Sales
- Member Service Excellence
- Leadership Development
- Marketing and Promotion
- In-house and external training programs

Business Development

- Member Recruitment Strategies
- Member Retention and Engagement
- Member Renewals
- Lost Member 'Win Back'
- Growing Member Revenue by utilising 'The Law of Leveraging'

Keynote/Public Speaking

- Professional Associations
- AGM's, Conferences and Events
- Sporting and Leisure Groups
- **Your** Association Members (Business Members eg Commerce, Industry, Retail and Professional)
- Community and Consumer Organisations
- **Tailored Presentations designed for YOUR Organisation**

Other Services

- Marketing and Promotion Strategy
- Website Development and Marketing
- Creative Services – Recruitment and Renewals
- Social Media Strategy/Implementation
- Membership Surveys/Recommendations
- Membership Management Services
➔ a **complete** service in all key areas of successful membership development

Contact Kevin today for an obligation free discussion of **your** membership growth requirements ☎ 03 5976 8966 (overseas +613 5976 8966) or email kevin@membershipgrowth.com.au. **Visit:** www.membershipgrowth.com.au.

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'We will increase your Membership ... and earn you more Revenue'

Membership Growth

'To boldly go where no one has ever been before.'

Captain James T Kirk

USS Enterprise

(from Star Trek: the American documentary!)
