Maximizing Membership: How to Cultivate & Activate Membership Today & Tomorrow

TMA

January 30, 2010

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You Are Not Alone…

- Every association is trying to grow and attract & retain great members

- Both harder & easier to do than ever before
  - People are more sophisticated and have more choices, but still limited amounts of time

  - More information available to everyone than any other time in the history of the world

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Technology Has Changed Us…

- ‘zines, chat rooms, blogs
- social media, speed dating

facebook

myspace.com

twitter

And Our Culture Has Changed Too…

- People are busier than ever
  - We're never "off the clock"
  - No downtime, always reachable
  - "stressed and pressed"

- People are more savvy, empowered than ever
  - Ability to edit, compile and customize info we want:
    - Caller ID, Spam filters, pop-up blockers, TiVo/DVR's.

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No Longer a Melting Pot, but a Salad Bowl

OLD

NEW

Diversity Matters, Now More than Ever

- "When you have a team where everyone looks alike and thinks alike, they come up with the same solution. Diverse teams make better decisions and solve problems faster and better. That equates to better solutions for our customers."

- Linda Rush, Director of Global Diversity, Raytheon

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Diversity Comes in Many Forms

- Gender
- Religion
- Age/Generation
  - Matures (seniors)
  - Boomers
  - Gen X
  - Gen Y
- Gay/Lesbian
- Physical abilities
- Political beliefs
- Rural / Metro
- Military / Civilian

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Diversity Comes in Many Forms

- Racial
  - White, African-American, Asian, Native American
- Ethnic/Linguistic
  - Hispanic, Indian, etc.
- Nativity
  - Foreign-born or U.S. born

- Life stage
  - New moms/dads, retirees, college students, empty-nesters
- Lifestyle/Affluence
  - Working poor, middle class, wealthy, filthy rich
- Core values
  - Environmentalists, vegetarians, home schoolers

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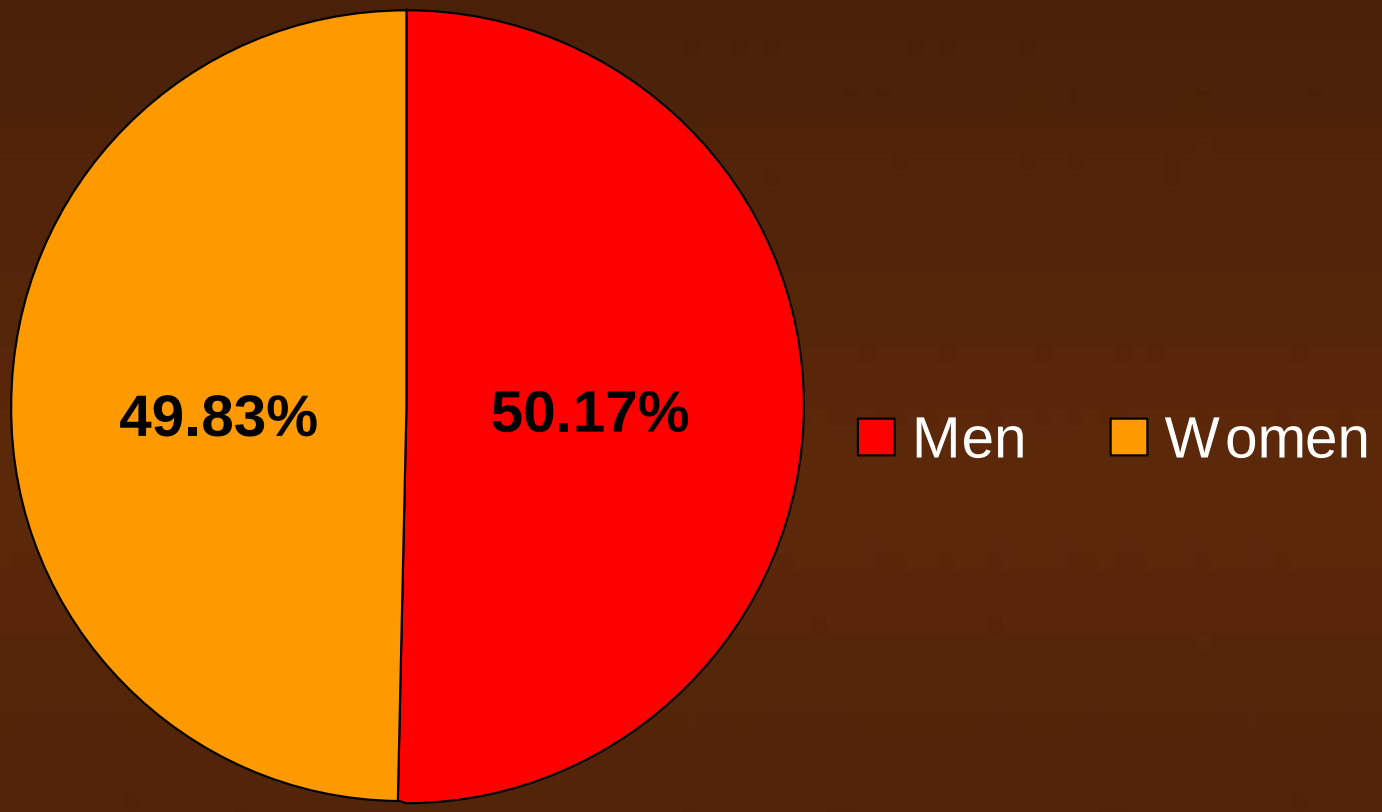
Composition of U.S. Workforce



Source: USA Today Sept 3, 2009

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Gender Differences In Professional Situations

- Women Value:
  - Connection
  - Communication
  - Relationships

- Men Value:
  - Independence
  - Power
  - Accomplishments

- World View
  - Women: A network of cooperation
  - Men: A hierarchy of power

Gender Differences In Styles

Work Communication Styles

Men

Key Points
Headlines
Report Talk
Connect through Competition
Facts and Features

Women

Full Context
Complete Article
Rapport Talk
Connect through Affinity
Stories and Personal Details

Leadership Styles

Task-oriented
Autocratic
Command and Control
Punishment-oriented

Team players
Democratic
Transformational
Reward-oriented

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Understanding Your Member Means Understanding Their *Life*

Their priorities

Their values

The experiences that define them

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Matures (age 64 and older)

- Iconic entertainer: Frank Sinatra
- HHI: $40,400
- Defining Idea: Duty
- Style: Team player
- Work is: an inevitable obligation
- Education is: a dream
- Reward because: you've earned it
- Home stuff: Timex, milk and cookies
- Money: put it away, pay cash
- Family: traditional nuclear
- Technology: slide rules and rotary phones

Boomers (age 45-63)

- Iconic entertainer: Mick Jagger
- HHI: $59,800
- Defining Idea: Individuality
- Style: Self-absorbed
- Work is: an exciting adventure
- Education is: a birthright
- Reward because: you deserve it
- Home stuff: Casio, milk and Oreos
- Money: buy now, pay later
- Family: disintegrating
- Technology: calculators, touchtone phones

Generation X (age 32-44)

- Iconic entertainer: Madonna
- HHI: $49,500
- Defining Idea: Diversity
- Style: entrepreneur
- Work is: a difficult challenge
- Education is: a way to get there
- Reward because: you need it
- Home stuff: Swatch, milk and Snackwells
- Money: cautious conservative: save, save
- Family: latchkey kids
- Technology: spreadsheets and cell phones

Generation Y (age 19-31)

- Iconic entertainer: Black-Eyed Peas
- HHI: control $160 B in spending
- Defining Idea: Authenticity
- Style: Worldly
- Work is: a chance to do some good
- Education is: an incredible expense
- Reward because you can <u>share</u> it
- Home stuff: iPods, Xbox, PS3, Wii, organic
- Money: earn to spend
- Family: merged families
- Technology: all access, text messaging

Try This Exercise!

- When asked to name how Kennedy died…
- Matures & Boomers
  - Gunshot in Dallas

- Gen X
  - Plane crash near Martha's Vineyard

- Gen Y
  - "Kennedy who?"

How Information Shaped Us

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Matures

- Radio, newspapers as primary source of information
- No ability to ask questions directly
- Content controlled: programming and times
- Routines formed around radio time or newspaper reading
- Information sought at the library or shared through word of mouth
- Trained to listen

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Boomers

- Television mostly a one-way communication tool, with content controlled
- Evolved to reflect people so Boomers could “see themselves”
  - Vietnam protests led to political change Boomers could see
- People had to visually work together to accomplish things:
  - Big rallies, big protests
- Face-to-face communication, not computer chats or conference calls

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Gen X

- Computers entered the scene as Gen X was in school or entering workforce
- Ability to tape TV shows and watch them later
- Digital encyclopedias of pre-determined info
- Interactions with information became less controlled, more private
- Cell phones make everyone reachable

Gen Y

- More information instantly in their bedrooms than at the library
- Internet provided speed & access
- Digital world provides anonymity & freedom to express their opinions about everything
- New gaming systems each Christmas made them adaptable and comfortable with technology
- Phone calls gave way to texting
- Trained to multi-task, not focus

Gen X

- Strengths
  - Self-reliant, independent
  - Value structure, direction
  - Great entrepreneurs
    - Job security lies within themselves,
      not at their company
  - Strong follow through
    - “get it done”, eliminate the task

- Weaknesses
  - Slow to trust others
  - Skeptical
  - Don’t like working in teams

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Gen Y

- Strengths
  - Great team builders, collaborators
  - Highly teachable, very resourceful
    - "every problem has a solution – you just have to find it"
  - Well traveled, global mindset, know people everywhere
  - Goal oriented
  - Masters at multi-tasking
  - Confident
  - Tolerant

- Weaknesses
  - Easily bored, distracted. Often have difficulty focusing
  - Parents as "agents", calling bosses to discuss kid's review
    - Never had alarm clocks – mom woke them up
  - Lifetime of "participation awards" leads to expectations of being rewarded…for showing up to work

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What Gen X and Y Want and Expect

GEN X

- Strong family values
  - Need work/life balance via flexible schedules
- Sees work as means to support family – necessary
- Wants to work as quickly as possible , needs to know what needs to be done
- Expects strong leadership
- Wants to continuously learn, needs continuous skill development
- Wants regular feedback

GEN Y

- Balances work and social lives by multi-tasking, expects flexible work schedules
- Sees work as means to support lifestyle, less necessary
- Wants to work as well as possible, needs to know why something has to be done
- Wants democratic leadership
- Wants to keep up with latest technology trends, needs continuous skill development opportunities
- Wants instantaneous and continuous feedback, seeks approval

Keeping Gen Y Involved

- They enjoy new challenges, unfamiliar turf
- They get bored easily
- They desire to find meaning in their work

- If you keep them learning, they'll stay with you
- The minute you stop, they're gone

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The Hispanic Market is *“El Futuro”*

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In Texas, 1 in 3 is Hispanic

Source: 2000 U.S. Census

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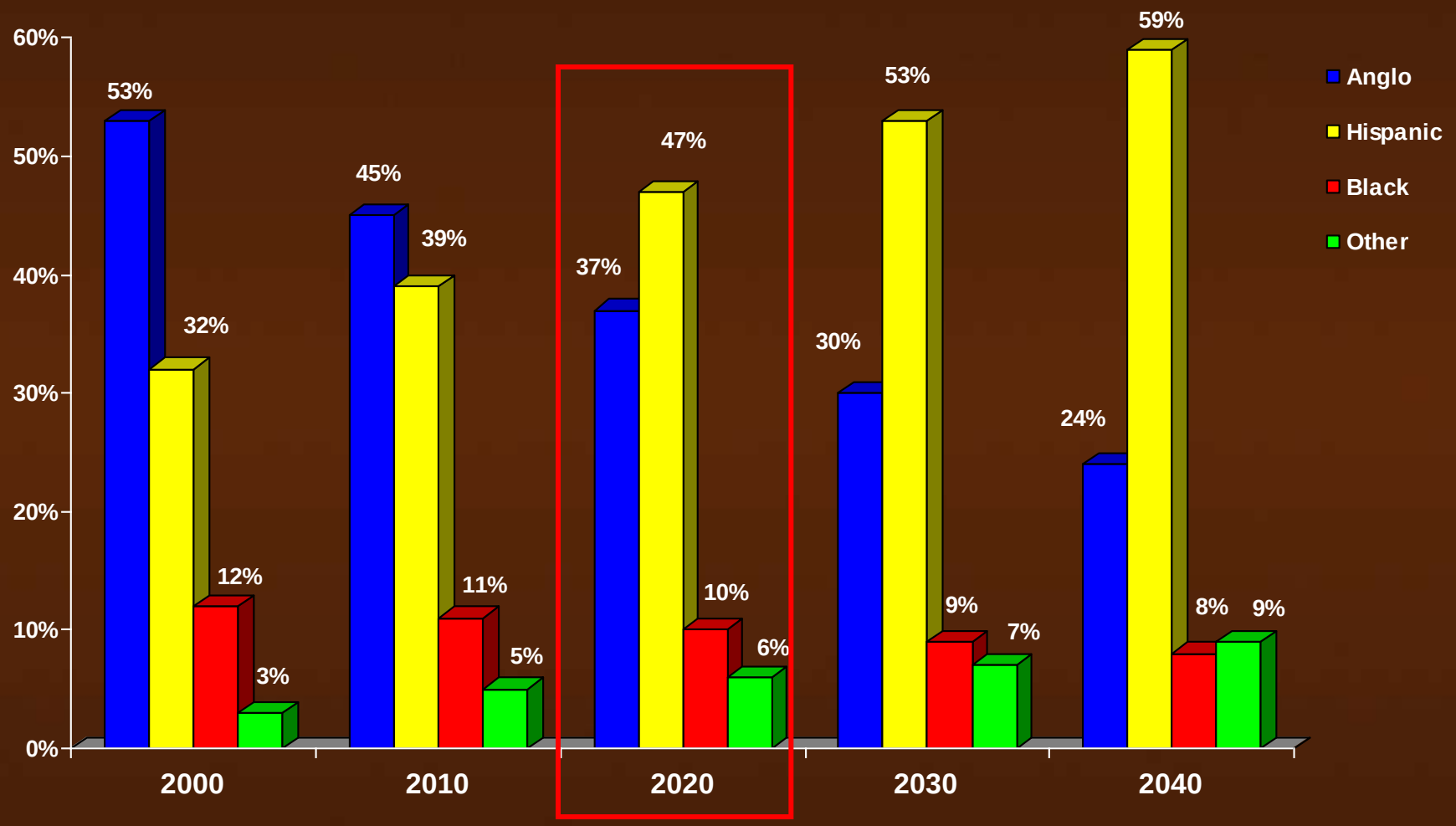
In Texas, The Hispanic Population Will Eclipse The Anglo Population by 2020



Source: 2006 Texas State Data Center's Biennial Population Projections.

Hispanic Pride

Feel very proud of my Hispanic background

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Source: Yankelovich Hispanic Monitor 2000

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Strong Ties to Culture

Sustaining ethnic traditions and symbols is important

Source: Yankelovich Hispanic Monitor 2000

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Strong Ties to Each Other

- Hispanics feel closer to others like themselves
- Leisure time usually includes other Hispanics

Source: Yankelovich Hispanic Monitor 2000

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8 Strategies for Cultivating & Engaging Members

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Strategy #1: Know What You Lack

- Examine your membership against your community

- Racial/ethnic representation
- Woodmen of the World Lodge meeting
- Verbatim: *"If I hadn't been there for business, I would have never even entered the room"*

Strategy #2: Ask, Don't Guess

- Identify what members and potential members want, then give it to them
- MPI (Meeting Planners Internat'l) saw member participation faltering
- Surveyed members about topics, meetings and what they wanted from their association. Found many specific issues:
  - "It's the same old thing."
  - "Meetings take too long"
  - "Move the meetings to Fridays"
  - "Help me with social media"

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Strategy #3: Talk to “Rejectors”

- Brainstorm with members about finding and speaking with association “rejectors”
- Goal: get candid feedback on why they don’t join or participate
- Mensa – The High IQ Society
- Verbatim: *“I’d rather join a society for people with high IQ’s than join “the high IQ society”*

Strategy #4: Build It & They Will Come

- Respond to the changes requested and input you receive
- Proves that association is listening, cares, is responsive to needs/wants of members

- Examples:
  - Assign a member to tweet during meetings
    - "virtual attendance"
  - Create podcasts of interviews/discussions on key topics, post to website
- Promote the changes you're making – get the word out!

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Strategy #5: Communicate With Relevance

- Make friends with social media & marketing
- Assign the development and implementation of social networking to a member(s) interested in it
- Stay with it – the more you use it, the more it works

facebook

twitter

Strategy #6: Let Them Customize their Experience

- Special interest groups
  - Networking
    - Job boards, mentoring programs
  - Professional education/development
    - “What you need to know about….”
  - Social (meeting people, dating)
    - MIT’s Hispanic Club
  - Community involvement
    - Donating checkups to the needy
    - Children’s immunizations for back to school

Strategy #7: Grow Leaders For The Future

- Identify individuals who exhibit leadership, charisma & influence
- Solicit their input on what they think the association could be in the future
  - Get them to voice their vision
- Once they've stated vision, ask them to help with the journey – they become stakeholders

Strategy #8: Hear Their Voices

- Continuously survey membership & solicit input for candid feedback
- Prepare for change
  - No more “turn you cell phone off” during meetings
    - Younger people use their mobile devices during meetings
- Harness the power of it and use it to your advantage
- “Tweet Ups” – a great way to arrange casual get togethers
- Remember that Gen Y wants to contribute, wants to be heard, feels they have great ideas , wants to make lots and lots of friends

Final Thoughts

- *Pay attention to the shifting demographics and values of members and community around you*
- Engaging new members and embracing new roles & techniques for the association is a matter of survival
- Maximize your membership to bring out the best in your members, and *your association will flourish*

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Thank You

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