



Retention Revolution

First Year Retention = Sustainable Growth



Complimentary Playbook



Comprehensive resource for chambers of all sizes, offering proven strategies to boost first-year member relations and retention.





First-Year Renewal Is Worth
More Than All the Others!

A LOT MORE!!



Bet Big On First-Year Renewal!

- ❑ Likelihood of a new member renewing is less than 50 percent...
- ❑ 75 percent likely to renew the following year.
- ❑ Even more likely to renew after that.
- ❑ The more times they renew, the less it costs.
- ❑ **First-year renewal alters your revenue and growth trajectory for years to come...**



The “Hole” Truth...

- There may be a leak in the bottom of the boat.
- Many chambers have impressive retention rates, but they still aren't growing...
- Are the members dropping after their first year hindering your chamber's growth?





Why Do Members Leave?

Why Do Members Leave?

- Some attrition is inevitable...
- Some of it is on them...
- What is the number one recorded reason?
- Member unresponsive...
- Candidly, they simply didn't find enough value.



First-Year Member Continuum

Stages and experiences that a new member goes through during their first year of membership.



First-Year Member Continuum

Steps and strategies a chamber implements to support member success and boost retention.



First-Year Member Continuum

1. Recruitment

2. Onboarding

3. Engagement

4. Nurturing or
Reactivation

5. Renewal





**What is the most overlooked
factor in member retention?**

First-Year Member Continuum

Phase 1: Recruitment



Phase 1: Recruitment

Enroll “RIGHT-FIT” Members!

- RIGHT-FIT members gain an advantage by investing.
- More likely to participate and reinvest.
- Cultural fit is equally important...
- Who are you inviting to join your membership organization?**





What if we told you...

Growth is **NOT** about adding as many new members as possible.

Phase 1: Recruitment

Please reflect on the following...

- Do you or your board emphasize how many members you have?
- What holds greater significance for your chamber's sustainability?

Member Count or **Total Revenue**?

- Revenue fuels the ability to execute initiatives and fulfill your mission....





Really?

The Eye Opener!

- ❑ Holman Brother's membership audits regularly reveal that chambers have very few small business members.
- ❑ There's an **OVERABUNDANCE** of:
 - Solo-prenuers,
 - Micro-preneurs, and
 - Salespeople.

Most chambers consist of 70% or more solo/micro-preneurs and salespeople...

Phase 1: Recruitment

Solo/micro-preneurs and salespeople...

- They're in the “survival” stage.
- Struggling to determine if there is room for their product or service in your community.
- The owner operates alone.
- Many lack the resources that established businesses have.
- View dues as a major business expense.





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Write this down...

My Chamber
IS NOT A FIT
For Every Business!

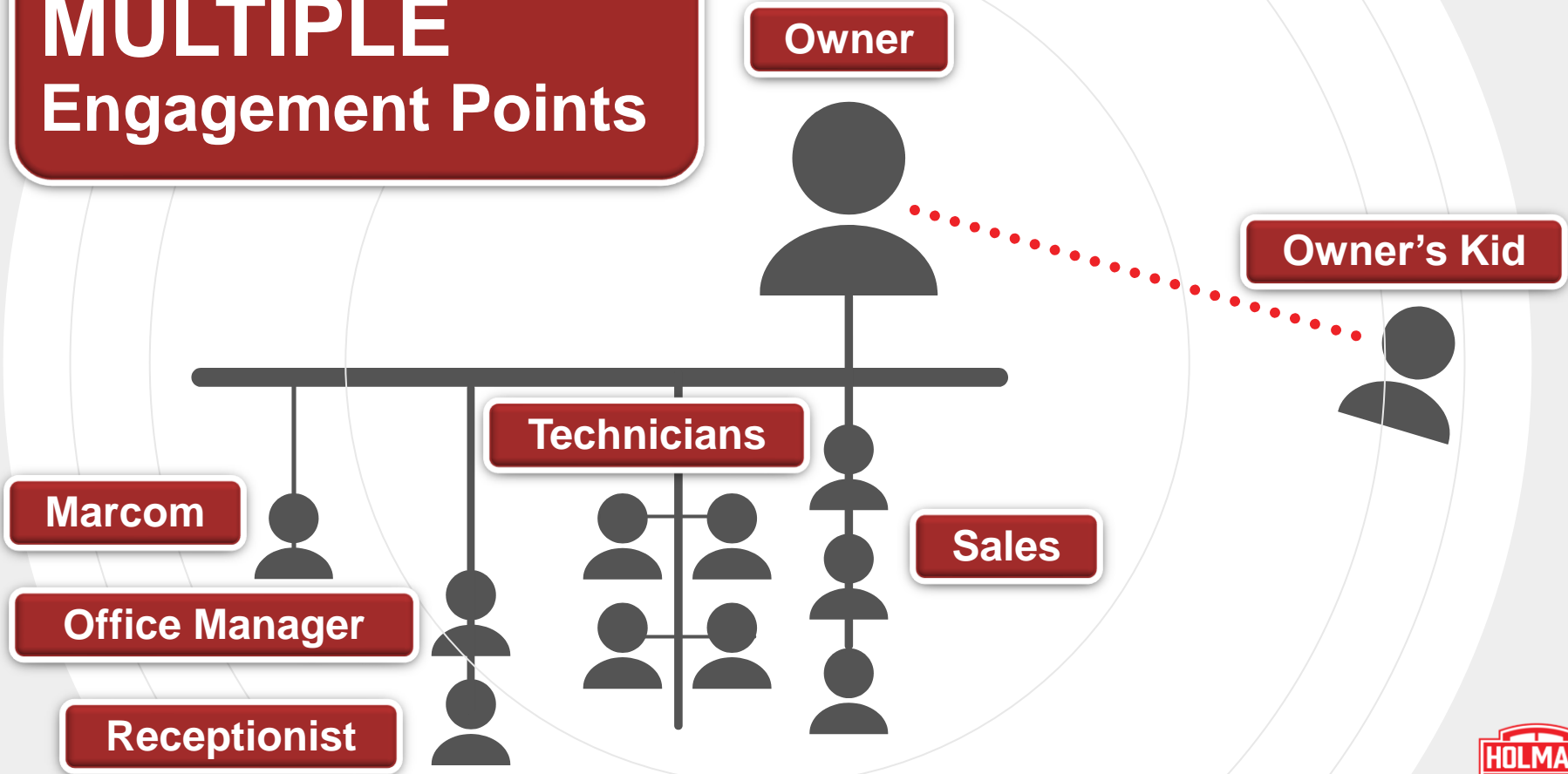
Phase 1: Recruitment

Recruiting Strategy

- ❑ Prioritized quality over quantity as a core tenet.
- ❑ Focus on RIGHT-FIT businesses who resonate with your core values and services.
- ❑ Recruit businesses, not individuals.
- ❑ **Start at the Top** by connecting directly with the business owner or top local representative.
- ❑ Why start at the top?



MULTIPLE Engagement Points





You're all incredibly busy...

Chambers Are in the Relationship Business

- ❑ Not just selling a product or providing a service.
- ❑ Helping businesses grow and enhancing your communities.
- ❑ Relationships and fostering connections are at the heart of chamber success...
- ❑ Automation has its place, but it can't replicate the human touch...



Human-to-Human (H2H) Experience is Vital

- ❑ New members are just getting to know you.
- ❑ They need personal interaction to feel seen, heard, and valued.
- ❑ They want to know you care about their needs and are invested in their success.
- ❑ H2H experience is essential for building trust, rapport, and a sense of belonging.



First-Year Member Continuum

Phase 2: Onboarding

First week after joining



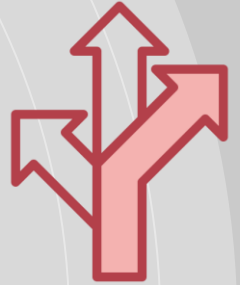


**We can't afford to delay efforts
to connect with new members!**

Phase 2: Onboarding

Standard practice...

- Welcome packet, welcome letter, emails, Chamber 101, and the like...
- One-size-fits-all... And we HOPE they get the message.
- New members can quickly feel overwhelmed...
- They might be wondering when you're going to step in and guide them...



Phase 2: Onboarding

Empowering New Member Success

- ❑ Recruiting is a personalized experience...
- ❑ And then what?
- ❑ How might a new member feel?
- ❑ Improved retention calls for the same personalized attention as recruiting.
- ❑ Personalized onboarding empowers new members to thrive in your chamber community...



Phase 2: Onboarding

Personalized Onboarding

- Personally welcome them to your chamber...
- Ask them about their membership goals....
- On boarding is about the necessary basics.
- Confirm contact information and help set-up their password.
- Guide them through your membership portal.
- Help them register for new member programs...



Phase 2: Onboarding

Onboarding Is Just the Beginning

- Our focus must extend beyond merely informing new members.
- Schedule a call to help the new member create their personalized plan of involvement.
- Before I let you go...





First-Year Member Continuum
Phase 3: Engagement
Beings within first few weeks of joining



**Engagement is the heart
of a healthy membership.**

Phase 3: Engagement

Beyond Informing to ACTION

- ❑ The engagement phase is about inspiring action.
- ❑ The true value for new members lies in taking proactive steps with your chamber.
- ❑ They gain value by proactively doing things with you.
- ❑ The goal is to get new members involved and foster a sense of belonging.



Phase 3: Engagement

Four Key Principles

1. Personalization is key.
2. Every member has a WHY.
3. Emphasize value, rather than benefits.
4. Help them lean in.



Phase 3: Engagement

Personalization is Key

- ❑ It can be tempting to mention all the benefits of membership.
- ❑ After all, new members want to get their money's worth.
- ❑ When everything is important, nothing is important.
- ❑ One-size-fits-all approaches rarely resonate with new members who have diverse needs...



Phase 3: Engagement

Every Member Has a WHY

- New members invest to resolve a problem or achieve an objective.
- Increase their business network, access to resources, advocate for business interests, etc.
- When you understand their goals, you know which benefits matter most.
- All you have to do is ask...



Phase 3: Engagement

Emphasize Value, Rather Than Benefits

- ❑ Merely mentioning benefits isn't enough.
- ❑ New members may not recognize how each benefit addresses their specific needs.
- ❑ It's essential to emphasize the business value and impact of your membership benefits.
- ❑ They need to know how their business will improve as a result of each benefit.



Phase 3: Engagement

Help Them Lean In

- Helping new members get involved determines if they renew or leave...
- Focus 1 – 3 key benefits...
- Explain how each benefit helps solve a current, critical problem or improves their situation...
- They'll know you understand their needs and are dedicated to helping them succeed.





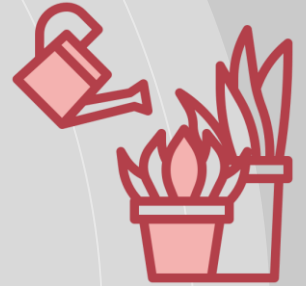
First-Year Member Continuum
Phase 4:
Nurturing or Reactivation

Months 7 – 9

Phase 4: Nurturing or Reactivation

Nurturing

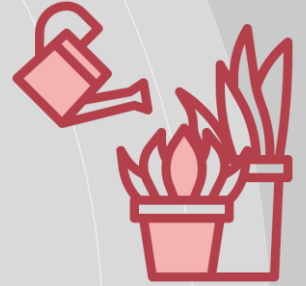
- Nurturing builds on momentum when things go as planned.
- Regularly connect with members to assess their interests and gain feedback...
- Make corrections where needed...
- Boosts member satisfaction and strengthens your chamber's value proposition...



Phase 4: Nurturing or Reactivation

Nurturing

- If one connection point is good...More than one is fantastic...
- Members who take advantage of three or more benefits are going to renew.
- Introduce value-added benefits...



Phase 4: Nurturing or Reactivation

Reactivation

- ❑ Inactivity is the number one indicator of future problems.
- ❑ **Previously active members who have not meaningfully engaged for three or more months are “at-risk” to drop.**
- ❑ Reactivation involves revitalizing relationships to prevent churn...



Phase 4: Nurturing or Reactivation

Reactivation

- Beware of sudden “radio silence.”
- Previously active members rarely make instant decisions to drop.
- A sudden pullback can be somewhat ambiguous.
- The member may be dealing with any number of unknown circumstances...



Phase 4: Nurturing or Reactivation

Reactivation

- Recently disengaged members are easier to “win back” than recruiting new ones.
- They know your Chamber, making them better prospects than random names...
- Prioritize outreach.
- Disengaged members should go to the top of the list for relations calls...



Phase 4: Nurturing or Reactivation

Reactivation

- Utilize your existing knowledge about them to initiate meaningful dialogue...
- Ask questions, because their priorities may have changed.
- Uncover what is causing their detachment...
- They'll appreciate that you cared enough to check-in with them.



First-Year Member Continuum

Phase 5: Renewal

Months 10 – 12, or a bit beyond if required



Phase 5: Renewal

Don't Leave Renewal Up to Chance

- ❑ 60-day, 30-day... Uh-oh!
- ❑ Hope is not a strategy.
- ❑ Call behind every renewal notice and confirm whether they intend to renew...
- ❑ Offer to take a credit card and manage the renewal process for them...



Phase 5: Renewal

Renewal

- If a member is on the fence, ask them why...
- Talk about their experiences and any concerns...
- Past due is typically too late...
- Find out early and you have time to save the membership...
- When you help members succeed, you uncover opportunities for membership upgrades...



Let's Review...

- 1. Recruitment...** Enroll “RIGHT-FIT” Members!
- 2. Onboarding...** Personally guide new members through your welcome process.
- 3. Engagement...** Guide first-year members to achieve their goals through your chamber.
- 4. Nurturing or Reactivation...** Stay connected with first-year members to ensure engagement.
- 5. Renewal...** Reach-out and personally confirm whether they intend to renew.



Holman Brothers' First-Year Member Relations Playbook

I'm eager to share our First-Year Member Relations Playbook, filled with exclusive insights typically reserved for our chamber clients nationwide. Designed for chambers of any size, I'm confident you'll find this information invaluable for driving your chamber's success.

To take advantage of this offer, simply email Bill Holman at Bill@HolmanBros.com, and I'll forward your playbook to you.

Please don't hesitate to reach out if you have any questions or would like to learn how Holman Brothers can support your chamber's growth. You can call me directly at (619) 886-1301 or [click here](#) to schedule a time with me on Calendly.

I look forward to connecting with you!



Two Free Months of Holman Brothers Next Level Coaching

Our mission is to provide chamber professionals with the advice & guidance they need to continually elevate their membership sales results to the Next Level!

Here's what you'll get:

1. Four dynamic group coaching sessions designed specifically for chamber membership sales professionals.
2. Unlimited access to the Holman Brothers' Coaching Hotline for personalized guidance and mentoring.
3. Connection to a vibrant network of your peers across the U.S. and Canada.

To take advantage of this offer, simply email Bill Holman at Bill@HolmanBros.com, and I'll handle the rest.

For more details or questions, call me at (619) 886-1301 or [click here](#) to schedule a time with me on Calendly.

