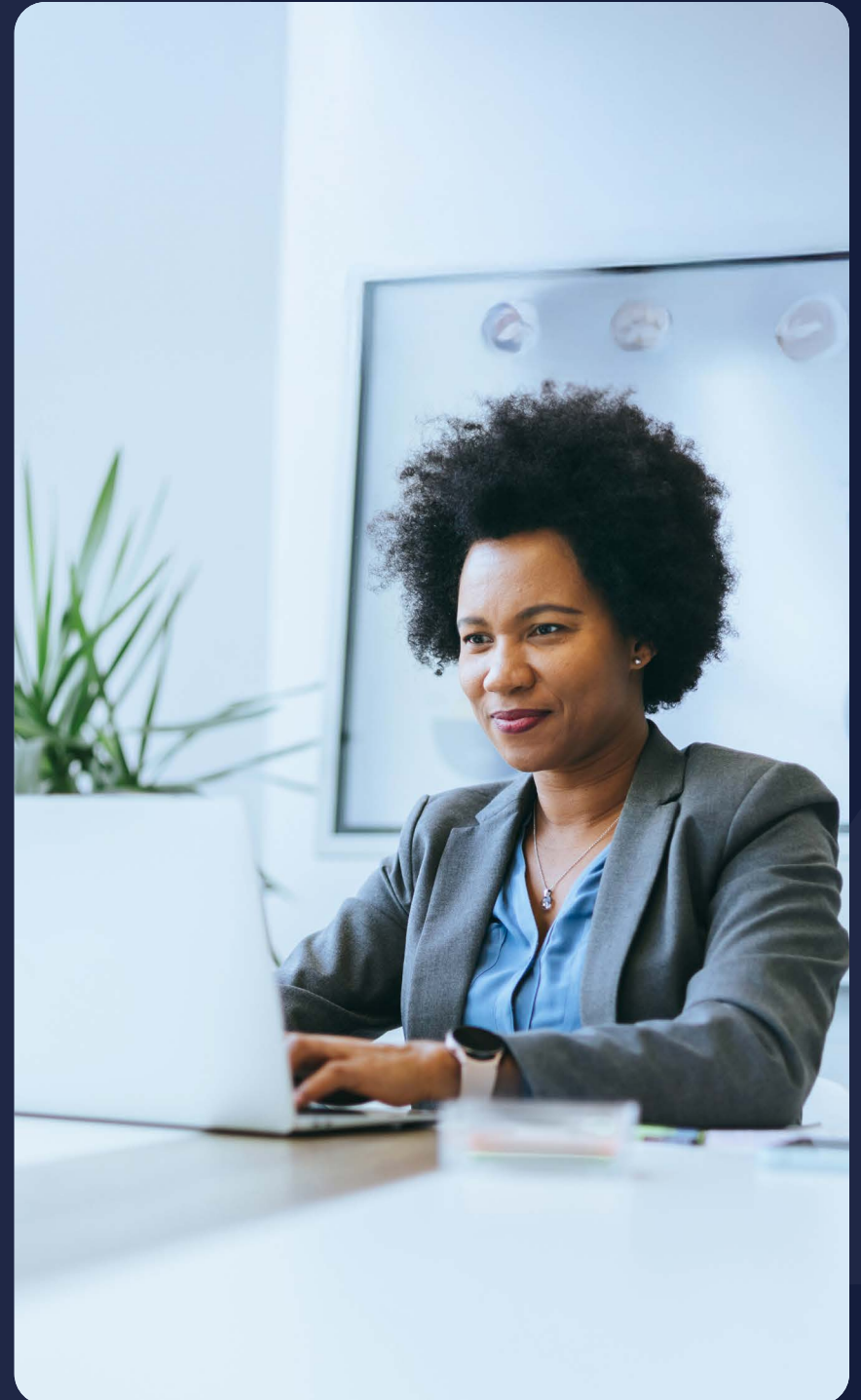


TIPSHEET

7 Quick and easy membership recruitment tips for small associations



It's an ongoing challenge: Your association must continually recruit new members to grow your organization.

You must also replace the members that leave each year as they change professions, go out of business, or retire.

[Association trends research by Momentive Software](#)

shows that increasing membership topped the list of priorities for 87 percent of association professionals who responded to the study.

There's no substitute for a long-term membership marketing plan. But there are also simple things you can do today – even with a small staff and limited time – for some quick wins. Here are seven quick and easy ideas:



1. Tweak your website.

To make sure your association shows up in search results, be sure to use your organization's full name – not an acronym – on your website. It's a small thing that can make a big difference in search engine optimization. And be sure to keep content on your website fresh. Otherwise, you might lose potential members' attention as soon as you grab it.

TIP

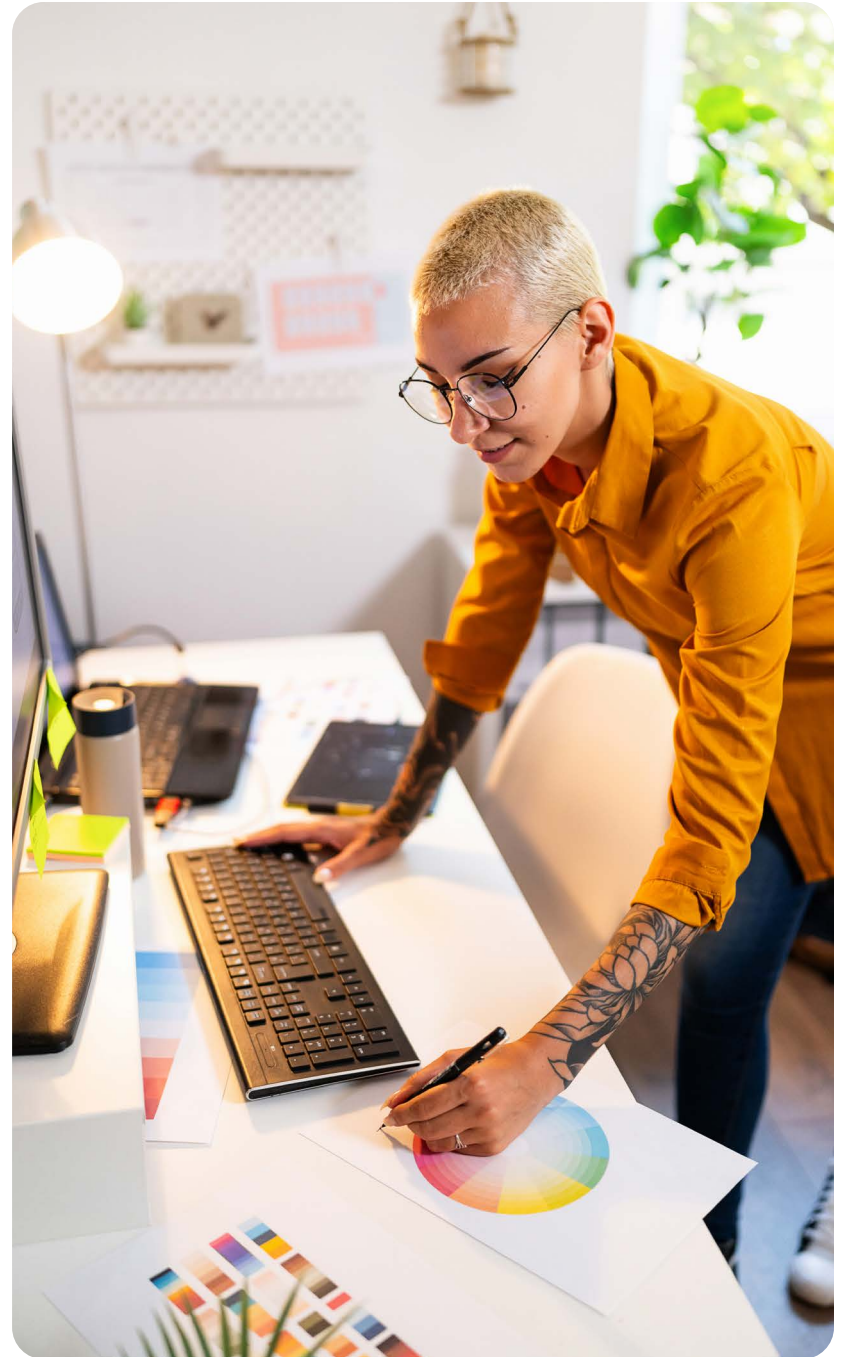
The content website editor in YourMembership association management software (AMS) by Momentive Software makes it easy to create and edit pages with few technical skills needed. YourMembership also offers optional website design services to help you create a modern and intuitive website design. Plus, YourMembership makes it simple for non-members to sign up for your organization's emails, selecting only the emails they want to receive. This ensures that engaged non-members will receive their desired emails and their records will be automatically created and added to your campaign list as non-members.

2. Ask members to help get the word out.

Your most active members can be a great channel for driving new memberships. Ask them to reach out to their networks via email, social media posts, and other communications to promote membership in your organization.

TIP

Offer members an incentive to get them out there promoting your organization. For example, turn member recruitment into a game by offering current members free registration to your next event when they recruit five new members.





3. Use a survey to collect member testimonials.

Send a survey to members that asks them to share their member experience for your use in membership marketing. You might start by sending the survey only to the most involved members. Share their quotes in recruitment email messages, on your website, through social media, and in your online community.

TIP

YourMembership AMS has survey functionality built in, making it easy to build and send targeted surveys and get valuable feedback.

4. Use your online community.

Give non-members limited access to your online member community to demonstrate the value of being a part of your association. Promote member benefits, such as industry reports, through your online community.

TIP

YourMembership includes online community functionality that allows you to automatically connect non-members with volunteer member ambassadors, or "buddies," who can help answer any questions they might have about membership and make them feel more welcome.

5. Invite non-members to your events.

There's big value in hosting events that non-members can attend. This approach allows you to show the value of your association to potential new members. Consider offering attendees an incentive to join when they sign up for an event. Add a "guest" badge to their nametag so your staff and volunteers can easily identify them, make them feel welcome, and help them better understand the value of membership.

TIP

Event management functionality in YourMembership AMS allows you to offer non-members the convenience of paying for membership as part of the event registration process.

6. Tap into your career center.

Momentive Software research shows that job opportunities and help with career advancement are among the most valued member benefits. Add a job board to your website that non-members can access. This will help drive traffic to your website and get you seen by more people in your industry. Then, generate a report of non-member job seekers to use in targeted marketing efforts to drive new members.

TIP

YM Careers by Momentive Software makes it easy to set up an online career center and start seeing value right away. YM Careers job board software gives you visibility into non-members who are using the board – tracking their activity and writing it back to their record within YourMembership AMS – to help in member recruitment efforts.

7. Lower the cost barrier.

Price can be a barrier for new members to join – especially for those early in their careers. Consider offering a student/new grad/first year professional membership level with a reduced price. Also, consider offering a budget-friendly dues payment option.

TIP

Using YourMembership AMS, you can easily set up and manage multiple membership levels and installment dues payment options for new and renewing members.



Take the next step for your member recruitment.

Attracting new members is vital to the ongoing success of your association. Make sure you have the right association management software (AMS) in place to support your member recruitment efforts.

[Explore YourMembership](#)



About Momentive Software, formerly Community Brands

Momentive Software (formerly Community Brands) amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on the company's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Built with reliability at the core and strategically focused on events, careers, fundraising, financials, and operations, our solutions suite is bound by a common purpose to serve the organizations that make our communities a better place to live.

