



MEMBER ENGAGEMENT

For Masters Swimming WA Clubs

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**masters
swimming**
WESTERN
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INTRODUCTION

WHAT WE WILL COVER TODAY:

- Typical club challenges
- The member journey
- What is member engagement?
- Why is it important?
- How do you do it?

TYPICAL CLUB CHALLENGES

- Attracting new members
- Difficulty attracting volunteers
- Disengaged committee
- Disengaged members
- Reliance on one or two active volunteers
- Lack of skills/experience on the committee
- No system for managing member relations
- Lack of diversity in membership - no pipeline
- No feedback loop
- Lack of unifying message – too many messages
- Member retention
- Inefficiencies in member administration
- Optimising value of members

Any others?

GROWING YOUR CLUB

Successfully managing (and growing) any club boils down to two key objectives:

- Member acquisition
- Member retention

It is much easier and more cost effective to retain a member than to attract a new one.

MAPPING THE MEMBER JOURNEY



Joining a new club is scary!. Strategies that promote word of mouth '(bring a friend') as well as paid social media advertisements, local flyers and partnerships are the most successful local strategies.

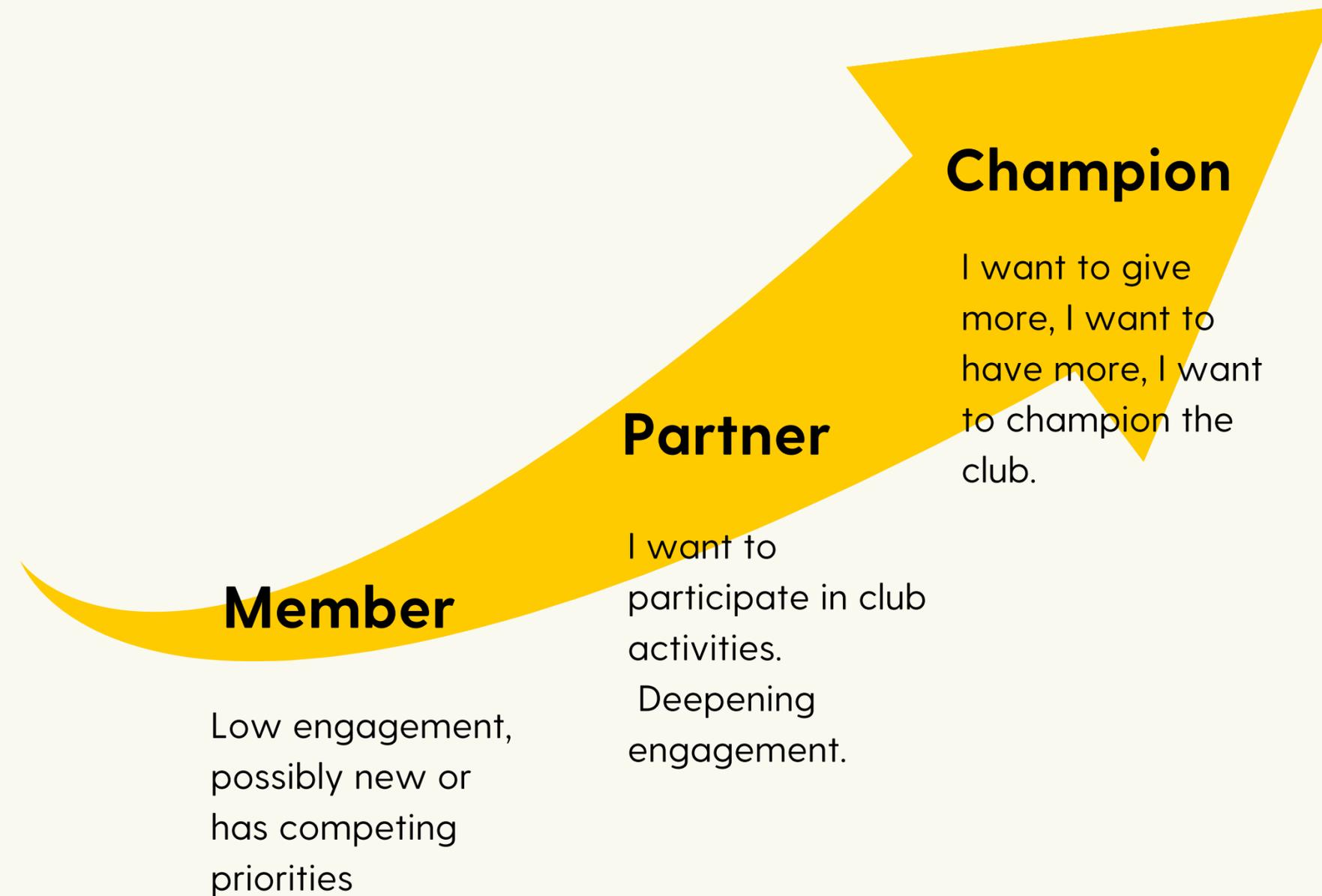
An easy registration process reduces fears and anxiety. Provide accurate information about the club and the benefits you offer. Online information is the best way to deliver this via your website.

Choose someone to welcome new participants when they arrive. Explain 'the ropes' and allocate a buddy - this could be the coach or a club committee member.

Making a mistake is a crucial moment in a participant's experience of your club program. The club should provide a supportive environment for members to feel comfortable.

Having the deliverer invite participants back will reinforce personal connections and increase the likelihood of retention. Send a follow up text or email.

GENERATING CHAMPIONS



WHAT IS MEMBER ENGAGEMENT?

Member engagement is the process of actively building, nurturing & managing relationships with all segments of your audience to increase membership numbers, value and retention.

"It means building relationships with your members, adding value to their lives and capturing their attention just often enough to remind them of the role you play in it so there's never a doubt."



THE BENEFITS OF MEMBER ENGAGEMENT

RETENTION RATES

Retention rates go up significantly when members are engaged

MEMBER LOYALTY

Engaged members are proud to be members. Increasing member loyalty generates referrals – the strongest path to additional member acquisition

ACTIVE PARTICIPATION

A member who is engaged through education, entertainment and interactive content is many times more likely to participate actively and use more services

MEMBER INVESTMENT

Engagement will lead to a member's willingness to invest time and money with the club in exchange for value

PRICE OF NEW MEMBER ACQUISITION

The price of acquiring a new member is very high compared to the relatively modest cost of reaching out and engaging a member

LOW COST

Engagement marketing is generally a low-cost strategy that can complement a club's existing member communication efforts.

MEMBER ENGAGEMENT TOOLS

Member engagement is important along the member journey and life-cycle. Consider different strategies at different stages of the journey.

New member (or prospective member)

- Provide them with the membership pack, which gives information about Masters Swimming WA, the programs available and information about your club - training times, committee contacts, competitions
- Make sure their name is added to your email distribution list so they receive club communications
- Introduce a personal point of contact and introduce them to your coaches
- Find out what the member wants from their membership and from their swimming - make sure the coach knows. Make a note next to their name on your database (this may change over time)



MEMBER ENGAGEMENT TOOLS (cont.)

Existing members

- Communicate with members through your online community with regular newsletters providing club information and through social media groups
- Remind members of your club membership benefits
- Build social connections through social events, using social media and club activities
- Check in on individuals to see how they are enjoying the club
- Create a referral program - add incentives or have a competition
- Tap members on the shoulder and request their help for specific tasks

Members that don't renew

- Contact the member to find out why they have left or use an online survey
- Is there a problem that can be rectified? Commit to seeking solutions.



MEMBER ENGAGEMENT TOOLS (cont.)

Good ideas anytime, all the time

- Remember names
- Acknowledge achievements and volunteer contributions both personally and publicly
- Conduct research - online surveys and/or focus groups to find out what your members want
- Show and tell member stories - member profiles in newsletters, sharing stories, or share member achievements through your online community
- Respond to all enquiries in a quick and timely manner
- Organise competitions and awards
- Have regular social activities for all members - introduce your new members to existing members

Club involvement often starts small and as a member recognises personal value, they begin to make more of a personal investment back into it.



THE DELIVERER

The 'Deliverer' is the most vital person to the members' experience and retention. This is usually the coach but may be another committee member.

Deliverers are most effective if they:

- Are empathetic, encouraging and relateable
- Take a high level of interest and care for the member
- Set the culture and create a fun environment
- Provide clear instructions about the rules and activities
- Adapt and modify activities to suit skill, ability, fitness level and engagement
- Highlight and reward appropriately member achievements, however small
- Facilitate ongoing activity opportunities for the member

SUMMARY

- It is easier and cheaper to retain a member than attract a new one
- Develop 'champions' for your club, who will act as club ambassadors
- Ensure you understand what your members want through frequent communication and opportunities for feedback
- Acknowledge and recognise achievements
- Communicate regularly via different channels
- Ensure your 'deliverer' is empathetic, inclusive and delivers what your members want

Member Engagement = Member Loyalty = Member Retention



ANY QUESTIONS?

PLEASE RAISE YOUR HAND