

HBA Guide to Better Retention



Introduction

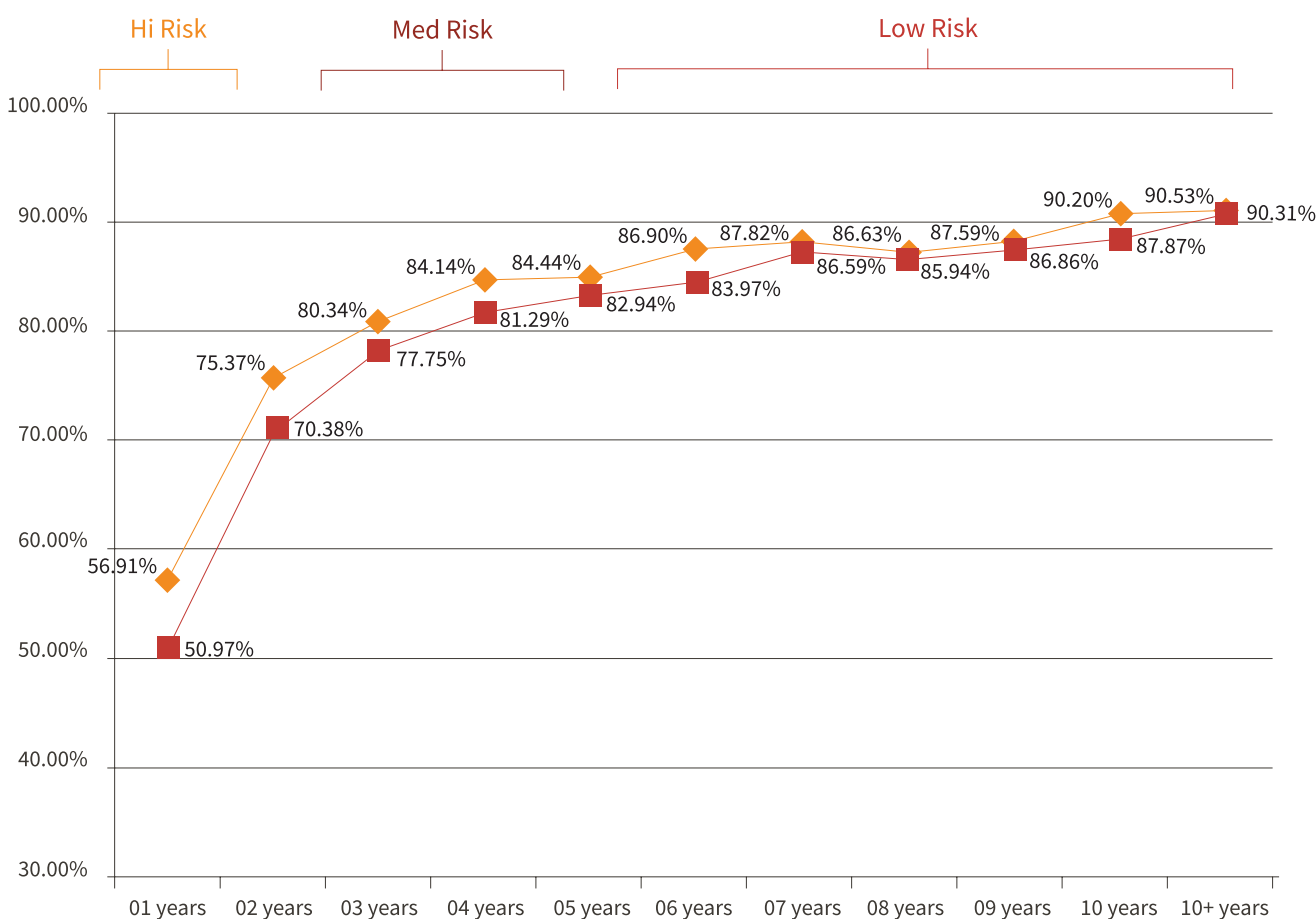
Retention begins the day a member joins. To help you create a plan to increase your HBA's retention rate, we interviewed staff from award-winning HBAs, acquired samples and collected resources. Armed with knowledge and experience gathered from the best of the best, we created this guide for creating an effective, easy-to-implement retention plan. We've also included several proven tools, developed by NAHB using in-depth research into what successful HBAs do to increase their retention rates. This guide creates a blueprint for building an effective retention strategy.

Retention basics

It is easier to keep an existing member than to gain a new one. It costs much less as well. In fact, acquiring a new member can cost six to seven times more than retaining a member. You have most likely already established a relationship with your existing member and know what is important to them. However, local home builder associations face an ongoing challenge – continuing to offer meaningful value that helps members grow their businesses and engage with your association.

Why retention is so important.

New builder members have an average renewal rate of 56.9%. The average renewal rate for new associate members is just over 50%. Engaging new members early in their membership tenure is one of the most effective things you can do.



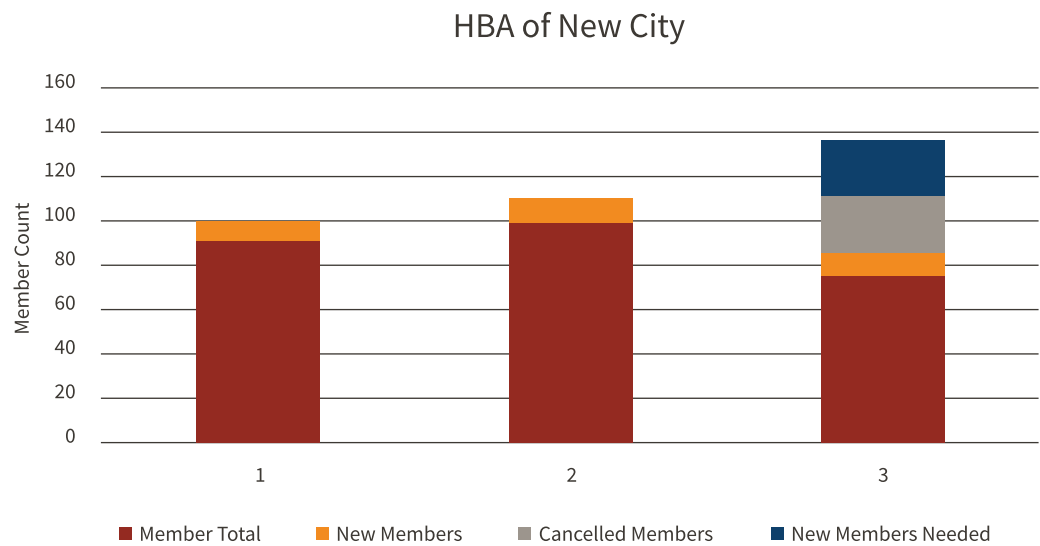
	HIGH RISK		MEDIUM RISK			LOW RISK					
	1 Yr	2 Yrs	3 Yrs	4 Yrs	5 Yrs	6 Yrs	7 Yrs	8 Yrs	9 Yrs	10 Yrs	10+ Yrs
Builders	56.9%	75.3%	80.3%	84.1%	84.4%	86.9%	87.8%	86.6%	87.5%	90.2%	90.5%
Associates	50.9%	70.3%	77.7%	81.2%	82.9%	83.9%	86.5%	85.9%	86.8%	87.8%	90.3%

*Based on Q1 2018 Retention Progression

To see how important it is to effectively retain your members, let’s look at an example.

The HBA of New City has 100 members. The average retention rate is 78%. The retention rate for first-year members averages 52.9% for Builder and Associate members combined. Last year, New City HBA brought in 10 new members.

If all things stay the same, only 5 of those 10 new members will renew. Of the remaining 90 members, 70 members will renew. That means that New City now has 75 members. That also means they will need to recruit 25 new members this year to remain at 100 members.



In the next year, the problems only get worse. Unfortunately, simply recruiting new members won’t work. New City still faces the problem of having to replace members, but now that they have 25 new members, the number of first-year members has increased. Instead of 10 members with a retention rate of 52.9%, they now have 25 first year members at a 52.9% retention rate.

Recapturing those cancelled members is a challenge as well. Not only do you need to present your value in a new way that is meaningful to those customers, you’ll need to overcome the objections that led them to cancel in the first place.

Take a moment now and calculate your HBA’s retention rate.

Lapsed members are an excellent lead choice for your next membership drive. You can access a report of your expired members on [WMS](#).

(Current Active Members – Total New Members Recruited in preceding 12 Months)

(Number of Active Members at the beginning of the Period)

Members are Worth Much More than You Think!

On average, a member stays about 8.3 years. During that time, the member pays his dues year after year.

LIFE TIME VALUE (LTV)

- LTV measures the revenue stream that a member will produce.
(Defines the economic value produces by a typical member.)
 - $(\$Dues + \$Non-dues\ Revenue) \times Average\ Tenure = LTV$
- Assuming an average tenure of 8.3 years
- Assuming \$300/year in dues and additional \$50/year in non-dues revenue
- Example $(\$300 + \$50) \times 8.3 = \$2,950$

The member also pays for golf tournament registration. They pay a fee to display in the home show. Perhaps they pay for a sponsorship. Over the span of their membership, your HBA collects much more than just dues revenue.

Now calculate the average Life Time Value for your members.

$$(\$Dues + \$Non-Dues\ Revenue) \times Average\ Tenure = Life\ Time\ Value$$

When a member fails to renew, not only are you faced with additional recruitment costs, you could be sacrificing thousands of dollars in potential revenue.

Now that you have a solid idea why retention is so important to the health of your association, let's move on to the steps to increasing your retention rate.

Retention Plans

Your retention plan should be separate from your overall membership plan. The specific format isn't important. When developing your plan consider your members' needs and what you can realistically implement.

A successful retention plan must include several key components:

- I. Understanding your membership – review who your members are, their needs and expectations.
- II. Understand your association – a critical assessment of your goods, services, and organizational capabilities.
- III. Retention goals, strategies and tactics.
- IV. A budget for achieving your goals.
- V. A way to evaluate your efforts and track your results.

Your plan should:

- Ensure your efforts are coordinated.
- Allocate the appropriate resources to guarantee tactics are accomplished.
- Help set priorities and force decisions as to which tactics your association will pursue. (Since often your list of great ideas will far exceed your ability to implement!)
- Gain commitment on behalf of the staff and members to work together. When people feel they are part of the process and have a vested interest in the activities and outcomes, their commitment toward reaching the goal increases.

Collecting renewals is not a retention plan. It's too late to correct unmet expectations once the bill arrives! Your retention strategy should focus on the goods and services you offer and fitting those benefits to your membership's needs. A member's expectations and involvement (engagement) are the keys to retention.

See the outline of a [**New Member Retention Plan**](#).

See BIA of Lancaster County's [**Retention Report Sheet**](#) and [**Email**](#)



3 Pillars of Retention

The key to retention is member involvement, made up of three pillars.

- Onboarding (including member orientations)
- Structured communication
- Mentoring

While there is no overnight fix, the combined effort of these three pillars over time can contribute to retention of your members.



Onboarding

Strategies for onboarding your members include welcoming them, asking for expectations, and addressing key issues.

There are 3 things that should happen within a new member's first week of joining.

1. **The VIP call.** A personal welcome call makes all the difference. It can be brief, even just a voicemail. The call should come from a leader in the association and should include an invitation to the next event (or an orientation.)
2. **Welcome packet.** Your new member welcome packet should be in the mail. Speed is key. Your new member just put down hundreds of dollars. They made a commitment to you, now it's your turn to make them glad they did!

See the HBA of the Upper Peninsula's **Welcome Packet**.

3. **Invite them.** The new member should be invited in three different ways to attend the next "orientation" session. Call, e-mail, and send a paper invite (in the welcome packet.) You may consider renaming the orientation to something more interesting like, "Meet the Leadership." Getting that session on their radar immediately will more likely secure their participation. (And getting them involved early will more likely secure their renewal!) See BIA Lancaster **"The Whole Picture" invite**.

TIP: Many associations create that personal touch by hand delivering their welcome packets! Have a staff person or volunteer leader stop by the new member's office or job site with their welcome packet in hand and a few minutes to chat about what their goals are.

TIP: Make sure your welcome committee is primed and trained for their role in introducing new members to the organization.

The first few months are crucial: you should aim to get the new member involved in at least one activity.

New Member Welcome Packets

Cover letter. Make sure it is personalized. A personal letter from your executive officer, board president, chairman or committee chair is best. If you have any background knowledge on the new member, through research or personally, the letter should refer to it. See HBA of the Upper Peninsula's **new member packet**.

New Member Survey. Create a survey designed to gather much more information about your new member. This can include a check on the accuracy of the information you already have. You don't want to begin this relationship by misspelling their name! Deliver the survey in person, during the orientation meeting, or in your welcome packet. Your survey could also help you to:

- Learn about their background, special abilities, interests, hobbies and free time.
- Find out what their expectations are from their membership.
- Give you clues on ways they can contribute to your association – request a list of other organizations they belong to.

Coupon. This may be a discount on advertising opportunities, sponsorship at your golf tournament, or a free drink at your next event!

New Member Certificate. Encourage the member to display their member certificate at their place of business. (Order NAHB certificates, window clings, or magnets on the **materials store**!)

Office supplies or swag. People rarely throw away a pen with your HBA name or logo on it!

Calendar. Include upcoming events and regularly scheduled meetings.

Eye-catching invitation. Invite them to your next new member “orientation” with an RSVP card.

Directory of staff or committees. Who should they call for more information or assistance?

Committees. Include a description of the work they do, who serves on them, and how to get involved.

Website. And what you can find there. (Don't forget your state and NAHB websites as well!)

Also, think about how you can deliver these new member packets. Several associations take this opportunity for the true personal touch by hand delivering their packets and walking through some of the information with the new member. You can call and schedule a time to meet, take them out for coffee, or drop in to their office!

TIP: The **Touch program** is designed to make the welcome, and other ongoing communication, easy-to-implement and gives you a base to build around. You can set it and forget it, which gives you the time to focus on a more personal touch. See **section on Touch**.

TIP: If you are sending out a large number of letters at one time, at least include a personal note at the top! See HBA of Central Michigan's **personal note on invoice**.

Orientations

A good member orientation gives you an opportunity to help new members join your community and stand out at the meeting as a “first timer.” Think about friendly ways you can break the ice. Be sure to have the new member, your current members and leadership introduce themselves.

One successful HBA gives each new member a small 2x4 board and asks them to strike up a conversation with other members in the room and get them to sign their board. At the end of the meeting, the new member with the most signatures is awarded a prize and an opportunity to address the room to speak about their business.

You don’t need to call it an “orientation” for new members. Sounds so boring! Tie it in with a meet and greet, an education session, or a happy hour! See BIA Lancaster **“The Whole Picture” invite**. Here are some things to think about for your new member “orientation.”

1. **Format and logistics.** Should it be a special event? Included in a regular general membership meeting? Take place in the evening or a weekend?
2. **Attendees.** Do you want to include prospective members? Inviting prospects would give them a taste of all the amazing benefits they would receive if they joined. Plus they get a jumpstart on networking, meet your leadership, and begin to see how they could play a larger role in the association!
3. **Communication and promotion.** Make sure they get three invitations to it: in their new member packet, an e-mail, letter, or phone call.
4. **Sponsor or Spike.** What is the role of the referring member recruiter? Will they be there? Will they host the event? Will they do the inviting?
5. **Topics and content.** Some topics to include are the history and organization of the HBA, the mission, responsibilities of membership, member benefits, 3-in-1 membership, attendance expectations, how committees are set up, how to get involved, etc.
6. **Materials.** Include some pieces that highlight and explain their benefits. Also, provide some takeaways and extra swag they can take home and show off they are a proud member of your association!
Order materials.
7. **Frequency.** If the first date doesn’t work for them, you want to make sure they can attend another upcoming one. But you don’t want to give them too many options that they keep putting it off!



The Implicit Promise of Membership

Every member joins with expectations on what they think they will gain from being a member of your association. When a member joins, it is important to find out why they joined so you can deliver on those expectations. You can gather information about your new members' expectations in person as part of your welcome process or through a new member survey.

A member may say "I joined to get the discount" or "I want to get involved politically." However, even those straightforward answers may have differing expectations.

When a member decides to join your association, it is a response to a promise that has been made to them on behalf of the organization. It may have been made by you, a member, or never was truly made at all, they just think it has. But with membership, perception is reality. Your organization's membership needs to fulfill that promise. If you do, they will be an **enthusiastic supporter** for life. If you don't, they will be a detractor who tells their friends and colleagues that your HBA is a waste of time and money.

A new member survey or intake form tells you where you are better off spending your time and energy. It is better to find out what they want from their membership before renewal, rather than after. It is hard to fulfill a promise if you don't know what that promise was!

See this survey the HBA of Central Michigan gives out at their annual Holiday Party with great return!

Ambassador and Mentor Programs

Mentoring or ambassador programs provide stability and guidance for your new members.

orientations, ambassador programs are meant to get new members involved and add that personal touch. Ambassadors focus on exposing new members to opportunities specific to their needs and make them feel at home.

Your ambassadors are the veterans to your new members. These seasoned members provide a name and face to the organization, integrate new members into your association, and help deliver stability and guidance as a mentor figure. The new member receives individual attention and feedback to their specific needs.

the industry with a known face. Ambassadors can show your new members the ropes of the association, but should be paired with another member who can guide them in their business and professional life.

Things to think about when you are setting up your ambassador or mentoring program:

- Format and logistics of your ambassador meetings (i.e. one-on-one meetings, pairs, small groups, etc.)
- How do you find enthusiastic members who are interested in serving as ambassadors?
- How does the ambassador or mentor first reach out to the new member? How do you match them up?
- Role of the recruiting Spike or sponsor – are they their referral's mentor? Are they also ambassadors?
- How does a veteran qualify to be a mentor?
- How will you train the mentors?
- When, where, and how does the new member get introduced to his or her mentor?
- What are the duties and responsibilities to new mentee or member?
- How will you check in on the ambassador and the new member?

The HBA of Tulsa and the BA of North Central Florida have extensive ambassador programs that contribute to their excellent retention rates.

See Tulsa's [new ambassadors commitment and survey](#).

See BANCf [Ambassador procedures](#).

[17 Ideas for Using Your Ambassadors to Recruit & Retain](#)

Everyone who joins an organization is looking for a community of like-minded people. And within that community, each person wants to feel noticed, wanted, needed, and appreciated. Many of these things happen naturally, but some require active work on the part of the organization leaders. No leader can make this happen alone. The successful member engagement program involves making the entire association a culture of inclusion.

Structured Communications

A member communications program should be in place to highlight value throughout the year, not just sending invoices.

The easiest thing you can do to help with retention is place your local association and its happenings in front of your members. Mail a letter, make a phone call, and send e-mails all year long. (See Central Michigan's [monthly newsletter](#).) Reach out to them over and over to stay fresh in your members' minds.

Frequency is important, but timing and the message are too. Here is a sample new member communication timeline:

Time after applying	Communication
Application review	Thank the applicant for applying and inform them of when they can expect to be approved.
Immediately after application accepted	Welcome call and thank for joining.
15 days	Follow up with personal note and information about upcoming events. Invite them!
30 days	Call and invite to upcoming events.
60 days	E-mail and call about upcoming events.
3 months	Call about upcoming events.
4 months	Call and ask what the association could help with.
5 months	E-mail about upcoming events.
6 months	Send a letter about events, benefits and ask for feedback.
7 months	Call about upcoming events and feedback.
8 months	Call and e-mail about upcoming events.
9 months	Call and e-mail about upcoming events.
10 months	Begin renewal notice process.

Wish you could set up all these communications ahead of time and have them fire off at the appropriate times? Would you like more time to personally engage the member? Enter the [**Touch Program**](#). The Touch Program provides a baseline of communication “touches” throughout the year so you can build around it and have more time to focus on personal communication.

Touch Program

The **Touch Retention System** uses best practices from across the federation to reinforce the value you provide to your members at the local, state and national level. Touch is a series of customizable communications pieces that are professionally designed and sent from your HBA.

Local associations using the Touch system typically experience an increase in annual retention.

All Touch communications go out on a set schedule (see **Distribution Grid** at the end of this section) determined by the member's applicable risk category. Once set up, you don't have to do any additional work to get things sent out on time – it's automatic. It is easy to set up by editing templates and customizing your local association's information in the pieces. Every item sent out through Touch is automatically populated with your custom local information. You can update and revise your information anytime you want. This system makes every piece look like it's coming directly from your association. So much so, that any mail returned by the post office is sent back to your office.

Brochures, letters, direct mail, membership certificates and emails are just a few of the communications that introduce your members to different benefits throughout the course of the year. All communications are co-branded with NAHB (and your state where applicable), incorporating the value of the 3-in-1 membership and the strength of our connected federation.

Choose Your Recipients

You determine who receives your materials. High Risk members are automatically enrolled in the program, but you can also add your Medium and Low Risk members. All contact information for your members is drawn automatically every month from WMS.

Fill Out Your Profile

Fill out your association's profile. You only have to do this once and all of your information automatically populates in every Touch piece. What if your association moves or has a change in leadership? You can come back anytime and update your information and the changes will be reflected in your next batch of communications. No changes necessary? Then you can "set it and forget it!"

Risk categories are based on the member's time with the organization. High risk members are those who just joined up to those who are in their 2nd year of membership. These are the members who are most likely not to renew. (Statistically, loss of members in this group can be as high as 50%!) Medium risk members are those who have been with the association for 3-5 years. They need a lot of attention as well. Low risk members are a solid and reliable group of members who have been around for more than 5 years. Keep that community strong!

Automated Distribution

All of your materials are printed and shipped automatically. Your members receive materials based on their renewal date and which risk category they are in. You don't have to do anything but sit back and let Touch do the work for you. Touch makes it easy to send out professional-grade, customized communications to your membership.

Cost Effective

It's affordable too. On average, the total cost is around \$5.00 per member per year. Touch materials provide you with the option of including up to two sponsor logos – helping you to offset the cost of the program and even bring in additional revenue. Touch even has a built-in sponsorship option. Sponsor dollars can cover the cost of the program, and maybe even a little more.

Pricing starts at \$9.16 per member/year in the High Risk group and decreases, based on membership tenure, to \$2.82 per member/year in the Low Risk group. Most HBAs using Touch cover the costs (and sometimes make a bit extra) by using the available sponsor feature. For help with Touch, see the [**User Guide**](#). For a quote, or to talk to an HBA who sees success with Touch, contact [**membership@nahb.org**](mailto:membership@nahb.org).



Distribution Grid

	Target Month of Membership	Year 1 High Risk	Year 2 High Risk	Year 2-5 High Risk	Year 6 or More Low Risk
New Member Series					
Welcome & Member Benefits Brochure: Personalized (8-pg)	1	■			
Welcome Letter	1	■			
Member Certificate	1	■			
Welcome Email	1	■			
Pre Renewal					
Pre Renewal Email	10	■	■	■	■
Post Renewal Series					
High Risk Post-Renewal Letter	1		■		
3-in-1 Member Benefits Brochure (4-pg)	1		■		
Member Certificate	1		■		
Medium Risk Post-Renewal Letter	1			■	
3-in-1 Member Benefits Brochure (4-pg)	1			■	
Member Certificate	1			■	
Low Risk Post-Renwal Letter	1				■
Member Certificate	1				■
Member Involvement					
Letter 1	2	■	■		
letter 2	5	■			
Member Involvement Email	5		■	■	■
Education					
Education Email	3	■	■	■	■
Education Letter	7	■	■		
National Benefits					
Member Discounts Email	2	■	■	■	■
National Advocacy Email	5	■	■	■	■
NAHB Legal Services Email	8	■	■	■	■
NAHB Education Email	10	■	■	■	■
IBS E-mail	September	■	■	■	■
Networking					
Networking Tri-fold Brochure	3	■	■		
Advocacy					
Advocacy Email	4	■	■	■	■
Advocacy Postcard	6	■	■	■	

Payment Options & Auto-Renew

Offering payment options is a smart move for any business and can be easily accomplished by using an **online billing platform**. Providing more than one method of payment is beneficial for a number of reasons. First, it gives customers more choices. Second, it can reduce churn. In addition, as online payments begin to increase in popularity, customers will be frustrated when you don't offer their payment method of choice.

Give customers what they want

Recent surveys indicate that more than 50% of payments are made by methods other than traditional checks. NAHB offers **Dues Hub** to help locals accept checks, ACH payments and credit cards, but also offer quarterly and monthly payments.

By providing payment options, you make it easier for potential members to engage with you before you even begin to develop a relationship. Offering more choices converts more customers. There are other reasons to consider payment options as well.

You may often hear that membership dues are too much money. Donna Barrett, CEO of Charlotte-Desoto Building Industry Association (FL), has implemented Dues Hub and can now offer payment plans. The ability to offer a payment plan with automated billing has grown their membership. Donna states, "We say, join for \$50 a month! It makes it easier to know they only have to pay \$50 once a month and it is automatically taken from their credit card. They don't have to worry about calling us up, writing the check, and making the big payment. It makes it a lot easier for them and us."

Just as customers want choices when it comes to payment method, they also want options for their payment plan. All customers are unique and have different situations. Meet the member where they are. Rather than offer a one-size-fits-all plan, give members a few choices for paying their dues. Offering payment plans can help members pay for dues in a way that best fits their needs and budget and meets them where they are financially. As Donna mentions, having a payment plan option often changes a price objection to a "yes."

Dues Hub also offers members an opportunity to automatically renew their membership dues.

Saving time and effort

HBAs that use Dues Hub save time, effort and, often, money. Dues transactions processed through Dues Hub are processed in real time. Some of the benefits of using Dues Hub include:

- Real-time processing means no more waiting to get a member's PIN and no more monthly WMS uploads.
- Dues are distributed between local, state and national.
- Your HBA's processing fees are calculated against the local portion of the dues only – not against the total amount of dues.
- Dues Hub includes an automatic renewal communications sequence. Dues Hub automatically sends email invoices and reminders, so you can focus on your personal touch. Of course, feel free to supplement with paper invoices.
- You can collect PAC and Council payments.
- Your members can log in and pay you immediately. In fact, because Dues Hub is completely mobile-friendly, you, your Spikes, your leadership and any potential member can simply go to their phone and sign up to be a member.

Making payment easy and offering choices can help your retention by giving the member what they need to fit their budget.

Member Engagement

What's the key to member retention? Engagement. While we all work hard on recruitment and we all work hard on getting renewals, it's what happens in between that matters. The involved or engaged member is the member who renews. **The decision to renew happens months before the first renewal notice goes out.**

The culmination of everything in this guide is member engagement.

Research shows that the top reason association members don't renew their memberships is a lack of engagement with the organization. So, it's critical that engaging your members early and often should be a top priority for your HBA.

Track your new member's first year. Your committee, or your ambassadors, should meet every couple of months to report in and track the progress of their assigned new members. *(Keep your committee engaged! See BIA of Lancaster's **membership committee packet**.)*

Is the new member taking advantage of benefits? Have they joined a committee? Have they attended a networking event, dinner, or general membership meeting? Someone assigned to this committee of volunteers should help by keeping a checklist of activities for each new member so you and the ambassador are aware of all their activities.

The intensive attention given to your first-year members pays off in higher renewal rates and more committed members.

At the halfway point of the year, the first year member should receive a call from their ambassador or a staff person to check in. What kinds of experiences have they had with the organization? How do they feel about it? Are they pleased with what they've seen so far? This insight is invaluable to you.

Did they have expectations of the organization that haven't been adequately fulfilled? Negative experiences should be addressed immediately. In some cases, misunderstandings can be uncovered and a simple explanation will solve the problem.

Enthusiastic members should be encouraged to join a committee, or even better, the ambassadors. They will be particularly good at orienting new people since they have just gone through it.

Whatever the reason for joining, your job as a leader is to move that member toward active involvement as quickly as possible. The most likely time for a member to drop out is in their first year. (See Tulsa's **Blueprint to a Successful Membership**.)

Still uninvolved? At the halfway point, the assigned mentor or staff should check in with any new member who has not taken at least a few steps toward involvement with the organization. A casual meeting for coffee or a drink is personal and ideal, but a phone call can work too.

This is when you find out if something that was implicitly promised when they joined has not been fulfilled. A variety of possibilities should be considered and it is important to listen carefully. If there is no particular reason for the lack of involvement, it is time for a brief resell. It is important that the new member not be made to feel guilty for his lack of involvement. Instead he should feel recognized and needed.

Take a page from marketing and sales

Most marketers visualize the process of nurturing prospective customers from the point of thinking about making a purchase to actually making a purchase as a marketing and sales funnel. At every stage of the funnel, they employ different channels and messages with the objective of driving prospects to the next level. Nurturing engagement is not unlike nurturing marketing and sales.

A member engagement funnel might include **awareness** (the member has joined or renewed his membership), **commitment** (the member has demonstrated an interest in a topic or issue), and **participation** (the member has engaged.)

Defining the stages of engagement

Awareness

Members, typically a new member, at this stage aren't entirely sure of what your HBA offers them. Typical outreach to new and renewing members at this stage includes:

- a welcome or renewal email or letter
- membership certificate
- invitation to a members-only section of the website
- an invitation to join an association social network
- an invitation to an upcoming event – preferably one that will welcome new members in person
- full explanation of all member benefits and how to use them
- a brief survey asking their communications preferences, asking what they expect to get out of their membership, and offering more information on councils and committees that may pique their interest.

Commitment

Members that show an interest in a particular topic are ripe for participation, but are often hesitant. If you've done a good job of onboarding, then you have already asked the member why they joined and what they expect to get out of their membership. Now it is time to take that knowledge and act upon it.

Every member needs to feel special and a few minutes of personal attention can be the catalyst that turns the member into an evangelist for your HBA.

Participation

Getting members to participate can be a daunting task. They are busy with their businesses, their families and other commitments. But staying in touch is paramount if you want members to renew. Ask your leadership to reach out to encourage engagement, visit the member on the job site – just to touch base. Reaching out to the membership – when you are not asking for money – goes a long way. Find out the areas where they may need advice or assistance and see if you can make a connection for them.

And remember, you may not get a member to attend every committee meeting, but they might be willing to make a monthly post on your Facebook page. Find ways you can engage them that take just a little commitment at first, and build from there.

Because of the direct connection between membership renewals and engagement, it's critical that engagement be given priority.

Ideas to engage members:

- Competitions! Team up your members to have friendly competitions throughout the year and show the leaderboard at every meeting. Better yet – challenge your nearby rival HBA to a battle!
- People do things because “Someone asked me to.” Find an unengaged member and ask them to do a specific task. “Can you come help with registration at the golf tournament next Saturday?” These micro-volunteering opportunities are great ways to get people engaged and not have to ask for a heavy lift.
- Help your members discover what they do best – Ask, “What are your talents and strengths?” and “What do you love to do?” The answers to these questions will help you begin to develop opportunities around your members.

Conclusion

When strategizing for your association's retention, you have a lot of options but remember the 3 pillars. Set your new members up for success with a strong onboarding program. Give them a mentor or ambassador to guide them to the benefits they need. And communicate with your members throughout the year. Put forward the effort to make a personal touch – it can go a long way to retain your members and strengthen your association.

Questions, comments, or suggestions about anything in this guide? Contact NAHB Membership Development at membership@nahb.org or 800-368-5242 x8337.