



August 2022 – RETENTION RESOURCES

NEW from ACEP! We want to provide you, our chapter leaders, with the **best resources** to help your membership marketing efforts around **recruitment, retention** and **engagement**. This month's focus is **retention**. For future Toolkits, we plan to rotate between retention, recruitment and engagement to provide timely and relevant membership marketing resources.

Beginning this month, we will release a **monthly toolkit full of resources to make your jobs easier**. Each Toolkit will include:

- **Key takeaways** from articles, podcasts, videos and other materials to keep you informed.
- **Time-specific resources** to assist you in your efforts. We know your time is limited, so we've developed the Toolkit with that in mind. We'll provide various Toolkit items whether you have:
 - Limited time/resources to spend on membership (30-60 minutes)
 - A few hours or a Membership Committee, Task Force or Board Members to assist (1-4 hours)
 - More time or resources to dedicate to membership efforts (4+ hours)



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✓ **ASAE Article:** [Three Keys to Solving the Membership Retention Puzzle](#)

Key takeaways:

- Create member engagement that underscores value: In most cases, recurring engagements will be the “stickiest” of all: subscriptions, recertifications, and annual plans. Offerings like this deliver continuous value for as long as the member renews. It is also true that member-to-member experiences, especially those that repeat like most meetings, are also powerful drivers for renewal. Other people are one of the best reasons to belong to an association and keep belonging.
- Drive value by inciting action. Members get value by proactively doing something with you. That means a class, an event, consuming great content, and more. Members who do not engage with you early on are unlikely to do so at renewal time.

✓ **30-60 MINUTES**

- [Sample Lapsed Member Email for ACEP Chapter](#) (Word)
- [Anatomy of a Lapsed Member Email \(Graphic\)](#) (PDF)

✓ **1-4 HOURS OR HELP FROM VOLUNTEERS**

- [ACEP Chapter Sample Membership Renewal Phone Script](#) (PDF)



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- ✓ **4+ HOURS OR A TASK FORCE OR COMMITTEE**
 - [ACEP Chapter Case Study Example for Replicating for your Chapter](#) (PDF)

- ✓ **ADDITIONAL RESOURCES**
 - How to get a list of members who are expired or about to expire?
 - Video tutorial: [Zoom recording](#) Passcode: n@Sjs6J4
 - Step-by-step instructions: [Guide to the Member Extract Report: Field Legend and Data Filters](#) (PDF), which can be found on the [Membership Resources for Chapter Administrators](#) page of the Chapter Leader Resource Center.

 - What is ACEP already doing?
 - Summary of [Current ACEP Membership Renewal Reminders](#) (PDF) including copies of the emails from the current Renewal Email Series

 - What ACEP is doing on specific issues?
 - As you talk to members, you may get questions on what ACEP is doing on specific issues. [Here's a list of quick links](#) (PDF) you can reference and include in an email as a follow up to your phone call.