

The New Face of Membership



Presented by
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The New Face of Membership

1. It's not about _____. It's not about the _____. It's about _____ and _____. We've got to become more member-centric.
2. The *number* of times we contact members (and prospects) isn't the point any more. The point is to be sure that all of the contacts are _____.
3. You do NOT have to treat all members _____. The key is to treat each of them the way they _____.
4. Despite all the things that members and prospects have _____, we still have to identify what makes ONS _____.
5. Don't underestimate the importance of other _____.
6. The _____ is WAY ahead of us. It's time to catch up.
7. We need to go beyond the traditional goal of "creating a sense of belonging." We really have to create a sense of _____.
8. It all starts with the way we find our _____, or, more importantly, how they _____.
9. _____ are now the new majority. What have you done/what are you doing to get to know them better?
10. Considering all of this, what is your message to potential members about the benefits of ONS membership?

Let's Construct a "Value Statement" for Your Chapter

For		<i>who is this prospective member?</i>
who wants or needs		<i>the prime benefit or outcome they require or the problem(s) that needs solving</i>
membership to	ONS/Your Chapter	<i>the name of your Chapter</i>
provides		<i>the solution – the highest value ONS & your Chapter provides for them.</i>
We do this by		<i>supporting information.</i>
	<i>This next part is optional....</i>	
Unlike		<i>the competition or "others"</i>
we		<i>the uniqueness you provide</i>
as shown by		<i>supporting information.</i>

Don't Put Down My Generation!

It's easy to identify members and prospective members by their generation because there are a number of things that are just, well, *unique* to certain generations (especially those millennials everyone talks about).

That's right, isn't it? Let's see.

Millennials



Gen Xers



Boomers



Traditionals



1. How many in each generation text?

Your Score

Millennials ___ in 10 Gen Xers ___ in 10 Boomers ___ in 10 Traditionals ___ in 10 _____

2. How many in each generation sleep with their cell phones?

Millennials ___ in 10 Gen Xers ___ in 10 Boomers ___ in 10 Traditionals ___ in 10 _____

3. How many in each generation have tattoos?

Millennials ___ in 10 Gen Xers ___ in 10 Boomers ___ in 10 Traditionals ___ in 10 _____

4. How many in each generation have piercings other than in their ears?

Millennials ___ in 10 Gen Xers ___ in 10 Boomers ___ in 10 Traditionals ___ in 10 _____

5. How many in each generation feel technology makes life easier?

Millennials ___ in 10 Gen Xers ___ in 10 Boomers ___ in 10 Traditionals ___ in 10 _____

6. How many in each generation have piercing other than in their ears?

Millennials ___ in 10 Gen Xers ___ in 10 Boomers ___ in 10 Traditionals ___ in 10 _____

7. Which phrase matches each generation?

a) Millennials

I live to work!

b) Gen Xers

I work to live!

c) Boomers

I work for results!

d) Traditionals

Work is a responsibility & commitment

Total Score

How Are We Supposed to Get All of These Involved in Our Chapter?

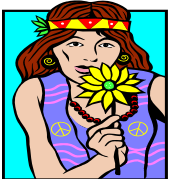
Techniques That Can Increase Involvement

Messages That Might Motivate Them

Traditionals



Boomers



Gen Xers



Millennials



Five Steps to Growing the Membership of Your Chapter

1. Proper _____
2. Effective _____
3. Targeted _____
4. Leadership _____
5. Appropriate _____



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Mark Levin, CAE, CSP has over 30 years of experience in association and not-for-profit organizational management. This includes service as a local chapter director, National Membership and Chapter Relations Director for a major construction trade association, membership and new unit development executive for the Boy Scouts of America, and Chief Executive Officer for three organizations (one national and two international).

In his role as a speaker and consultant, Mark's clients include such groups as the American Medical Association, Rotary International, the U.S. Chamber of Commerce, the National Education Association, the American Dental Association, and hundreds of state, local, national and international organizations.

His first book, *"Membership Development: 101 Ways to Get and Keep Your Members"* is in its tenth printing, while his second book, *"The Gift of Leadership"*, has been designated as required reading for selected leadership classes at Penn State University. His third book *"Millennium Membership"* was on the best seller list for ASAE (the American Society of Association Executives) for more than four years and his fourth book, *"Retention Wars: The New Rules of Engagement"* has been a hit worldwide. His newest book, "Managing the Membership Experience" was co-authored by U.K. membership expert Sue Froggatt.

Mark is one of the only practicing association executives to have earned both the CAE (Certified Association Executive) and CSP (Certified Speaking Professional) designations.

A graduate of the University of Maryland, Mark served on the faculty of the U.S. Chamber's Institute for Organization Management for 15 years, and currently is Executive Vice President of the Chain Link Fence Manufacturers Institute. He also serves as President of the Montgomery Blair Alumni Association.

This is Mark's third time presenting the Keynote Program for the ONS Chapter Leadership Workshop.