



# New Member Engagement

**S T U D Y**

Presented by: Dynamic Benchmarking, Kaiser Insights LLC  
& Matchbox Virtual Media

This information is being provided to the research partners who have agreed to help promote the New Member Engagement Study to assist with your social media and advertising efforts. If you would like to use messages or acknowledgements other than these, please let us know by emailing [akaiser@smooththepath.net](mailto:akaiser@smooththepath.net) with your message and/or image.

## Twitter, LinkedIn, Facebook,

*You can promote the New Member Engagement Study with any of the posts and photos below on Twitter, LinkedIn, Facebook or other social media channels you use.*

*Our Twitter handles are @DynamicBenchmarking @SmoothThePath @matchboxvirtual*

*Our LinkedIn pages are <https://www.linkedin.com/company/dynamic-benchmarking/>  
<https://www.linkedin.com/company/kaiser-insights/>  
<https://www.linkedin.com/company/matchbox-virtual-media/>*

*Our Facebook pages are <https://www.facebook.com/DynamicBenchmarking/>  
<https://www.facebook.com/SmoothThePath/>  
<https://www.facebook.com/matchboxvirtual/>*

## Wave #1: April 20 - May 12 Promote the New Member Engagement Study Virtual Conference May 12, 2020 at 3 PM Eastern Time

### Email and Post

Nearly 4,000 association professionals used the New Member Engagement Study to build their onboarding programs. [Research Partner name] is proud to team up with the study's producers Dynamic Benchmarking, Kaiser Insights LLC, and Matchbox Virtual Media, to bring you a virtual conference about new member onboarding.

Join us May 12th at 3 PM Eastern during this fun, fast-paced online session where we pose the question, "how do new members want to be engaged?" The speakers are Reggie Henry of ASAE, Carey Groyl of AAPPR, Eric Lanke of NFPA, and Amanda Kaiser, member engagement specialist.



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See how small, medium-sized, and large associations engage their new members. Learn the differences in engagement strategies between professional and trade associations. Co-create and add your ideas to the chat! [Register now.](#)

## Tweet

- Bringing together industry greats @ReggieHenry of @ASAE @ericlanke with @TheNFPA, @careygoryl with @theAAPPR and @SmoothThePath for a conversation on New Member Engagement. Don't miss this! #assnchat  
<https://matchboxvirtual.com/nmes-event-engaging-new-members/>
- How do new members want to be engaged? Join @ReggieHenry, @SmoothThePath, @EricLanke, and @CareyGoryl, Tuesday May 12 at 3 PM Eastern and help answer this question. #ASAE #CSAE <https://matchboxvirtual.com/nmes-event-engaging-new-members/>
- Step into your member's shoes to discover how they want to be engaged during this fun, and fast virtual conference, Tuesday, May 12 at 3 PM Eastern.  
<https://matchboxvirtual.com/nmes-event-engaging-new-members/> This event is sponsored by the New Member Engagement Study, @DynamicBenchmarking, @SmoothThePath, and @MatchboxVirtual. #ASAE #Associations

**Want to do something custom?** Contact Amanda Kaiser, [akaiser@smooththepath.net](mailto:akaiser@smooththepath.net) for an interview.

## Wave #2: May 13 - June 3 Take the New Member Engagement Study

### Email and Post

[[Research partner name](#)] is teaming up with the co-creators of the New Member Engagement Study to bring you information on the power of implementing onboarding programs with the right set of tactics.

Plans grow new member renewal rates on average by 9.7%. Some association unicorns even grew their new member renewal rates as much as 50%! 2020 will be an extremely important year to focus on this number.

Whether you just implemented a single welcome email or have had a robust onboarding plan for 20 years, the creators of the New Member Engagement Study want to hear from you. Help our industry by sharing your best practices for new member onboarding and engagement in this 7-minute survey.



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<http://www.dynamicbenchmarking.com/new-member-engagement-study>

## **Tweet**

- Back by Popular Demand...Shape the future of #associations, be a part of the 2020 New Member Engagement #Study sponsored by @DynamicBench, @SmoothThePath, & @matchboxvirtual #BestPractices <https://bit.ly/2U6TH12>
- New #association #members renew at a lower rate than others. #BeTheChange Be a part of the 2020 New Member Engagement #Study sponsored by @DynamicBench, @SmoothThePath, & @matchboxvirtual. <https://bit.ly/2U6TH12>
- Are your new members least likely to renew? Boost new member renewals by participating in the New Member Engagement Study today. <https://bit.ly/2U6TH12> #ASAE #CSAE



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## Blog Post

### New Member Engagement Study 2020

Does your association have a new member onboarding, orientation, or welcoming program? [Please participate in this quick survey.](#)

Five years ago, when Amanda Kaiser, member engagement specialist, asked audiences of association professionals whether their associations had new member onboarding programs, a few people would raise their hands. Now when she asks, at least half indicate they have a program in place. While onboarding programs are not new, more and more associations have been deploying these plans.

In the two years since partners Dynamic Benchmarking and Kaiser Insights LLC created the New Member Engagement Survey, new member onboarding programs have changed. Not only are more associations implementing their plans, but they are also employing more communication tactics to reach new members. Associations are working hard on measuring their impact; testing out new methods like engagement tracking, engagement scoring, and engagement profiling.

Because of all of these changes, the 2020 New Member Engagement Study is designed to find out how new member onboarding, orientation, and welcoming programs are changing at associations.

If you are one of the 270 past-participants, thank you, and please [re-enter your data](#). If you have never participated, [please participate now](#).

With just an investment of 7-minutes, you'll get first access to the report, and you can use the platform to compare to your peers. Please join us by participating in this vital association industry study!

[Ready to participate?](#)

**Want to do something custom?** Contact Amanda Kaiser, [akaiser@smooththepath.net](mailto:akaiser@smooththepath.net) for an interview.

## Wave #3: Get Your Copy of the New Member Engagement Study Report



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## STUDY

As soon as the report is ready, we will send you posts, tweets, and the link so you can get this information into the hands of your favorite association professionals.

## Logos & Images

Click the image to download a copy that can be used in promotions and advertising.



DB Logo



Kaiser Insights LLC Logo



Matchbox Virtual Media Logo

## Newsletter Description

You can use the following text in your customer/member newsletters to notify them about the New Member Engagement Study. You may edit this text to include your own personal messages. We strongly advise linking directly to the [New Member Engagement Study Landing Page](#) in multiple places in the email, using buttons or links.

### ARE YOU DOING ALL YOU CAN TO KEEP YOUR NEW MEMBERS ENGAGED?

Have you noticed that your new association members don't renew at the same rate as your established members? Well you're not alone. Low retention rates among first year members is a common problem among associations worldwide. Qualitative interviews of 345 association members conducted by Kaiser Insights LLC, indicate that the prime cause of this disparity is that a growing number of new members do not perceive value in their membership or have a weak member experience. These poor value perceptions and experiences can leave new members feeling disappointed and let down, ultimately leading to non-renewal of their membership. The end result? The association misses out on creating a life-long member, a future industry leader and an advocate.



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## GET ANSWERS ON NEW MEMBER ENGAGEMENT

[Dynamic Benchmarking](#), in conjunction with [Kaiser Insights](#) and [Matchbox Virtual](#), is launching its 2020 benchmarking study to unearth industry best practices in new member engagement, onboarding, orientation and retention. This study will measure both qualitative and quantitative data to deliver to you a comprehensive report that is both informative and actionable. As a study participant, you will receive exclusive access to all results of this first-of-its-kind new member engagement study. Peer-to-peer comparisons and industries trends will be presented on a variety of industry best practices and key performance indicators including:

- What new member engagement tactics are being used and which ones are most successful
- How associations are measuring the success of their new member engagement programs
- What tools are being used in new member engagement
- Budgetary data on new member engagement programs including ROI, percent of budget as percent of total revenue, renewal rates and more

**NEW TO THE 2020 STUDY:** You will be able to produce trend reports based on data received from our initial study in 2017 Learn where the industry is moving and how you need to adapt your new member engagement plans to address the current landscape.

## SHARE YOUR KNOWLEDGE

As an active leader in the association industry, we invite you to participate in this study and share your best practices for new member engagement and retention. We seek association executives, representing associations of all sizes, types and locations to participate in our study. The study is now live and results will be released this fall. Please click [here](#) to create an account and get started!



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Subject	Help Shape the Future of Your Industry and Receive Valuable Insight on How to Improve New Member Retention
Preheader	<b>PARTNER NAME</b> Invites You to Join Other Leaders in the Association Industry in Defining Best Practices in New Member Engagement
Body	<p>Hi <b>{FIRST NAME}</b>,</p> <p>Back by popular demand is the 2020 New Member Engagement Study!</p> <p>We are proud to be working with three of the leaders in online research, Dynamic Benchmarking, Kaiser Insights and Matchbox Virtual as they launch the 2020 <a href="#">New Member Engagement Study</a> to prove how successful new member onboarding programs offer significant gains in member engagement and retention.</p> <p>We're asking you to help define industry best practices in New Member Engagement by participating in this study. As a thank-you for your help, you'll receive exclusive access to industry Key Performance Indicators and Best Practices for improving your own New Member Onboarding and Engagement programs.</p> <p style="text-align: center;"><a href="#">Sign Up Today and Make a Difference →</a></p> <p><b>About the Study</b> The <a href="#">New Member Engagement Study</a> by <a href="#">Dynamic Benchmarking</a>, <a href="#">Kaiser Insights</a> and <a href="#">Matchbox Virtual</a> will measure both qualitative and quantitative data to deliver a comprehensive report that is both informative and actionable. The study will launch data collection in August and release results in the fall of 2017.</p>



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- What new member engagement **tactics** are being used and which ones are most successful
- How associations are **measuring the success** of their new member engagement programs
- What **tools** are being used in new member engagement
- **Budgetary data** on new member engagement programs tracking return on investment, percent of budget as percent of total revenue, renewal rates and more.

[Sign Up Today and Make a Difference →](#)

As a member of **{PARTNER NAME ORGANIZATION}**, we hope you'll join your fellow members in sharing your knowledge and influencing the future of our industry. This is an excellent opportunity to participate in, and reap the benefits of, this one-of-a-kind study. As an active leader in the association industry, your insights on best practices for new member engagement and retention can help move us all forward.

[Participate Today and Make a Difference →](#)

Yours,

**PARTNER NAME TEAM MEMBER**

**PARTNER NAME TEAM MEMBER TITLE**



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