

Building Member Engagement

2015 ASHP State Affiliate Presidential Officer Retreats

3 Strategies For Success

- Be Flexible: Focus on “Associating”
 - Harness technology to engage members
 - Embrace micro-volunteering – ad-hoc jobs, job-sharing, shorter terms
 - Create an inclusive volunteer program



- Be Motivational: Create the balance of good for the order / good for me
 - Sell the need to care about the good of the profession
 - Sharpen the personal benefits ... creates a balanced package

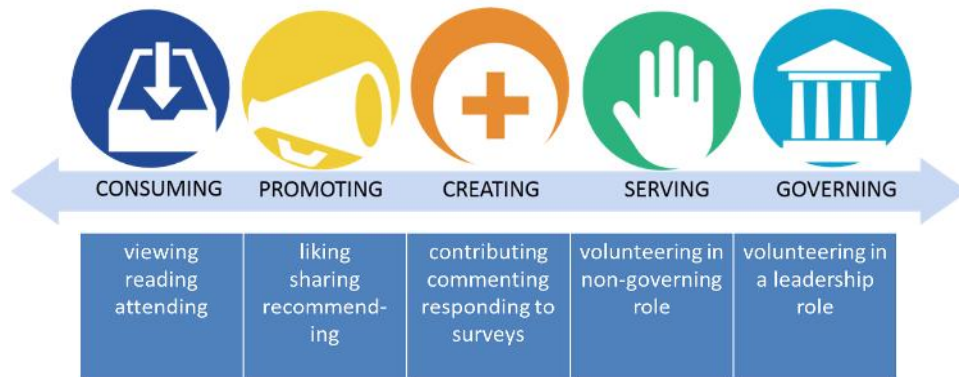
DRIVERS FOR VOLUNTEERS

- Be Outcome Focused
 - Switch from giving direction to defining the goal; members want to be involved not controlled
 - Open to new structures, new formats
- Do something for profession/cause important to me
- It's important to help others
- Gain new perspectives
- Explore my own strengths

A Different Picture: The Engagement Continuum

Members engage in many different ways and that engagement shifts throughout their tenure. It's about finding the role that's right at the moment.

To drive engagement, create a complete map so that members find what meets them where they are at that moment. Consider all of the official and unofficial ways members contribute at each point along the path. Remember to consider the micro-interactions that happen on social media sites, individual blogs, and other digital backchannels that may or may not be managed by your association.



Working With Generations*

GenXers ...

- Results over process ... *focus on outcomes, allow flexibility on process*
- Use concierge services and flextime ... *build in flexibility and respect work-life balance*
- Value competence in the leader who makes change ... *nurture innovation*
- See time as “wasted” in endless discussions ... *reduce lengthy meetings/discussions*
- Why strategic planning? ... *focus on the solution rather than the problem*
- Working by email as good as (maybe better) than time-sucking meetings ... *avoid meeting for meetings sake*

Millennials...

- Question traditional hierarchies ... *streamline processes, structures, communications*
- Tech-savvy; expect immediate answers and instant access ... *avoid ambiguity, be transparent*
- Value mentoring and coaching ... *don't manage them, engage them*
- Dislike conflict; been negotiating since they were kids ... *focus on consensus decision-making*
- Teamwork is more efficient than self-reliance ... *pair individuals, use teams*
- Spent hours mastering games ... *show them the pay-off and they will work hard*

* Caution: generalities leave room for type-casting, use this information wisely.

Sources on association membership and volunteering (read more!):

“The Decision To Volunteer: Why people give their time and how to engage the” and “10 Lessons for Cultivating Member Commitment”, both available through ASAE, The Center for Association Leadership, www.asaecenter.org.

“When the Millennials Take Over” by Jamie Notter and Maddie Grant, <http://www.culturethatworks.net>.

The Mission Driven Volunteer, by Elizabeth Engel, CAE and Peggy Hoffman, CAE, available for free download at bit.ly/13Wwe1F.

