

# NEW MEMBER ONBOARDING

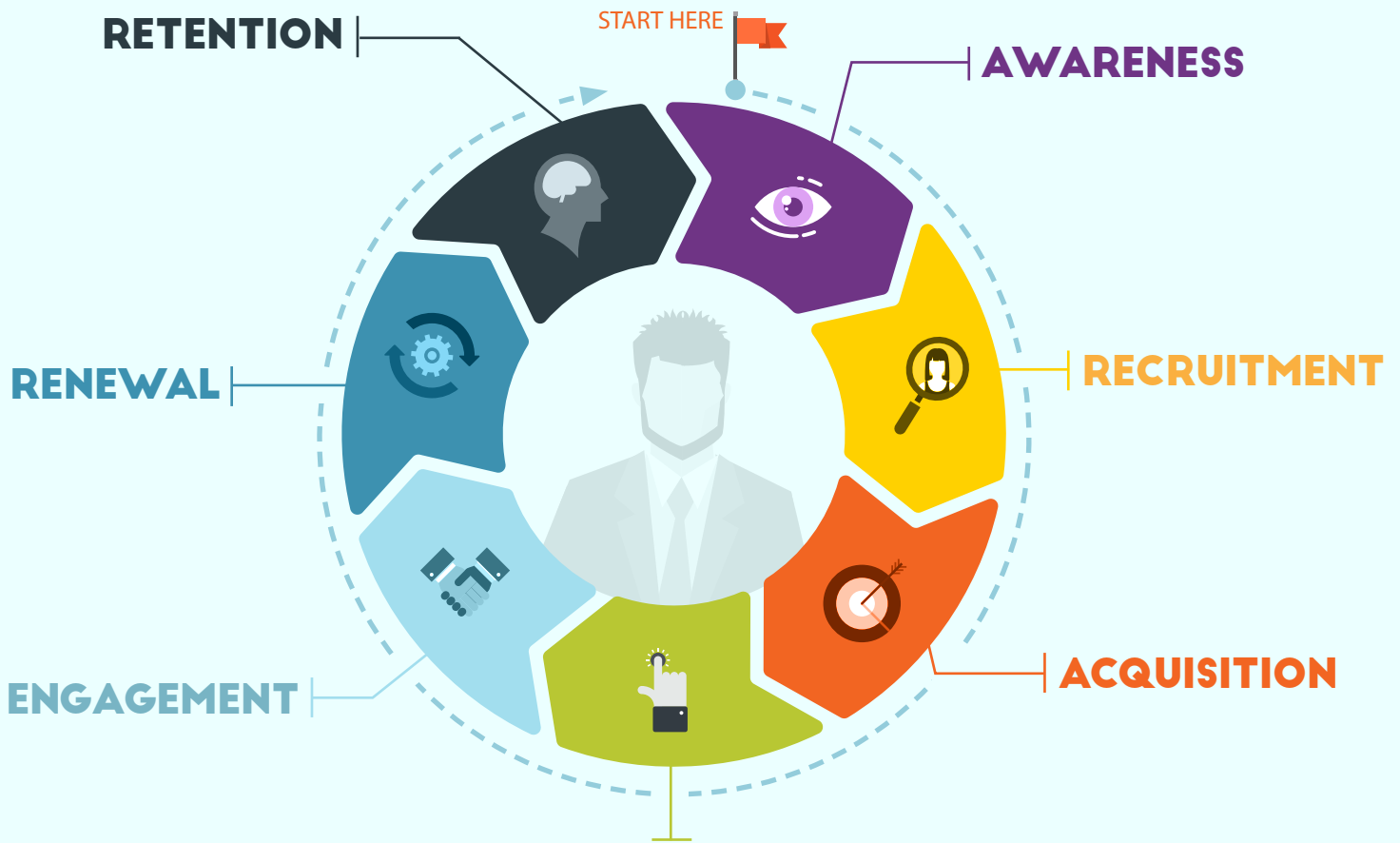
WHY NEW MEMBER ONBOARDING  
MAKES A DIFFERENCE.

IT COSTS **7x**  
MORE  
TO OBTAIN VS  
RETAIN MEMBERS!

New member onboarding is critical to retention. Statistics show that it costs 7x more to obtain a new member than to retain a current one and that first-year members have the lowest renewal rates.

Onboarding is more than simply sending out a welcome packet and adding them to your Chamber's email list – it's an ongoing process that relies on deliberate communication and engagement.

## THE MEMBERSHIP LIFE CYCLE



## ONBOARDING

A process through which new members move from being organizational outsiders to becoming organizational insiders.

## WHY NEW MEMBER

# ONBOARDING IS CRUCIAL FOR CHAMBERS



### IMPACT

They're new, motivated, and excited



### ATTENTION

You have their attention and one chance to set the tone



### RETENTION

First-year members have worst renewal rates

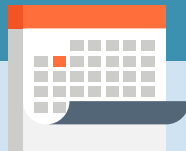
## THE

# ONBOARDING & TOUCHPOINT

## SCHEDULE

Onboarding is a process that is worth investing in. Use this timeline as a guideline to help new members become engaged with your organization and build a membership meant to last.

Member onboarding involves more than a checklist. A touch plan to improve onboarding and engagement builds a strong foundation for long-term membership.



Customize this plan for your organization and remember that even a simple plan is better than no plan at all.

### DAY 1-7

- ✓ Email instructions on how to access member benefits.
- ✓ Call with an event invitation.

- ✓ Send welcome email.
- ✓ Mail new member packet.
- ✓ Call the member to say "Welcome to the Chamber."

### DAY 14-21

### DAY 45

- ✓ Make a check-in call / "Hello, how are things going?"
- ✓ Email a reminder of features available to members.

THE

# ONBOARDING & TOUCHPOINT

## SCHEDULE

CONTINUED

- ✓ Analyze how they are using their membership.
- ✓ Email a piece of useful content, an article, or a link to a popular page on your Chamber's website.

3 MONTHS

4 MONTHS

- ✓ Enter member into your Chamber's marketing funnel.
- ✓ Call with information about committees and events.

- ✓ Send membership check-in/survey.
- ✓ Email reminder of online community.

6 MONTHS

8 MONTHS

- ✓ Contact with volunteer opportunities.
- ✓ Extend a personal invite to event.

10 MONTHS

- ✓ Make a pre-renewal phone call.

11 MONTHS

- ✓ Mail a membership-benefit reminder statement.

12 MONTHS

- ✓ Send auto-renew notice.
- ✓ Send annual member survey.

**THE ONBOARDING CYCLE SHOULD CONTINUE FOR YEAR 1, YEAR 2, AND YEAR 3+ MEMBERS.**

## EXCEEDING MEMBER EXPECTATIONS



- ✓ Be a person, not just an organization, to your members.
- ✓ When it comes to communications, build a relationship with a new member before putting them in the email marketing cycle.

**CONTACT US!**



Learn more by contacting:  
[sales@micronetonline.com](mailto:sales@micronetonline.com)

**OR**



Call:

**1.800.825.9171**

[www.chambermaster.com](http://www.chambermaster.com)



**chambermaster**

membership, marketing & website solutions