

RETENTION

CCEK Conference
Lawrence, KS
Nov. 5, 2018

Hospitality & Customer Service Driven

- Making your members feel welcome
- Walk a mile in their shoes
- How would you like to be appreciated for your investment?
- Do you know them?
- We sell membership to people, not companies.

“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” – Steve Jobs

*“Business, like life, is all about how you make people feel. It’s that simple, and it’s that hard.”
— Danny Meyer, Setting the Table*

Standard Retention Formula

- accounts

Total # of member accounts last year – total # of
dropped accounts current year ÷ total # of
member accounts last year = _____

800 LY accts – 90 dropped accts = 710 ÷ 800 = 89%

Standard Retention Formula

- \$\$\$

Total membership \$'s last year – total # of
dropped membership \$'s current year ÷ total
membership \$'s last year = \$_____

\$500,000 LY accts – \$40,000 dropped = \$460,000 ÷
\$500,000 = 92%

Standard Retention Formula

- First year renewal

Total # of new member accounts at month end – total #
of dropped accounts current year month end ÷ total # of
member accounts last year month end = _____

June

90 LY accts – 40 dropped accts = 40 ÷ 90 = 44%

Who does retention for your Chamber?

- You / Membership Director / Membership Engagement & Retention
- Fellow staff
- Volunteers - Ambassadors or Diplomats
- Board of Directors
- Other members

What is your plan (s)?

New Members

- Know their why
- 1st day they join
- 1st month
- 2-4 months
- 5-7 months
- 8-12 months

Members 2 + years

- Get to know their why
- Renewal thank you
- 6 month call
- Mail a thank you card

Ideas to share & think about...



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