

Membership Recruitment and Retention

In The Beginning....

- ❑ Disengaged board
- ❑ Conference that lost money
- ❑ Membership dwindling to 138 members
- ❑ 10 total events yearly
- ❑ Low chapter meeting attendance

Today

- ❑ Over 500 chapter members
- ❑ 3 monthly chapter meetings averaging over 150 total attendees
- ❑ Monthly happy hours
- ❑ Semi-annual member only full day trainings
- ❑ Profitable annual conference with nearly 1000 attendees
- ❑ Mentoring program

Why Were We Struggling?

- ❑ Lack of member value

How Did We Make Changes?

- ❑ Strong board
 - ❑ Programs
 - ❑ Sponsorship
 - ❑ Communications
- ❑ Make everything free (or cheap) for members
- ❑ Vendor agnostic
- ❑ Strong conference
- ❑ Continual increase in value

Strong Board - Identify Key Roles

☐ Programs

- ☐ Search out quality content
- ☐ Get speakers booked early
- ☐ Don't be afraid to pay for travel if necessary
- ☐ Just ask

☐ Sponsorship

- ☐ Clear guidelines on what it costs and what they get
- ☐ Focus on local companies for long-term relationships
- ☐ Don't promise member information
- ☐ Get some sponsorship for every meeting

☐ Communications

- ☐ Build a rhythm
- ☐ Make the communications engaging

Free as in Beer

- ❑ Differentiate prices between member and non-members
- ❑ Free member chapter meetings
- ❑ Use non-member pricing at conference to drive membership
- ❑ As success grows, incorporate more free events
- ❑ Drive member value

Vendor Agnostic

- ❑ Clear delineation between educational content and the “commercial break”
- ❑ Speaker and sponsor should never be related to the same company
- ❑ Make clear guidelines on appropriate presentation materials

Conference

- ❑ Conference should fund activities for the year
- ❑ Partner with other organizations if necessary
- ❑ Get volunteers dedicated to the conference, not just board members
- ❑ Get the best speaking talent possible
- ❑ Provide incentives to be a member

Additional Value

- ❑ Add more events as interest grows
 - ❑ Member only training
 - ❑ Happy hours
 - ❑ CISSP prep
 - ❑ Special interest groups (Industry verticals)
 - ❑ Mentoring
- ❑ Need to have some one dedicated to these

Summary

- ❑ Make it all free
- ❑ Pour value back into the members
- ❑ Invest in key leadership positions