Introduce membership issue. First time in xx years decline in membership from xx to xxx. Membership issue threat to future of Institute

The landscape has shifted massively over the last few years for membership organisations like ours. Advances in technological capabilities and member expectations are changing.

We are considering the issue at international level. In the meantime we need all branches to make membership a priority issue for year.

Simple actions to take now to attract, recruit, progress and retain members

1. Evaluate your membership offering – does it meet current local member needs for members at all stages of career?
2. Re-assess membership processes. Are they efficient for registering and renewing members, collecting payment and chasing debtors?

Attract

To allow us to best serve and membership and to grow to sustain our

organisation, it has never been so important that we communicate

effectively and clearly.

Are your marketing materials brand compliant?

Are you using materials provided on DMS to support and promote our brand and our values?

Are you using the I am CILT campaign to improve awareness of membership benefits

* Improve awareness and visibility in region

 Press coverage of events & activities

 Social media

 Roadshows & Conferences

 Lectures

Events

Partnering with like minded associations

Recruit

* Website clear instructions on how to apply
* Are you following up on membership enquiries from international
* Are all your WiLAT members CILT members?
* Are you creating recruitment opportunities – roadshows, universities, lectures, partner events?
* Are all students registered through training providers registered as members of the Institute?
* Consider tactical membership campaigns ie member get member

Progress

CPD processes in place

Are you encouraging members to progress in grade

Are you keeping in touch with student members and encouraging conversion to full membership?

Retain

Do you operate automatic renewals ?

Are you communicating with your members and keeping them involved?

Are you providing real benefit to existing members?

Are you in contact with your IVP? Make sure IVP aware of your growth plans. IVPs to report on membership progress in branches in their region at IMC