



Who is your member of 2030? Workbook

Part 1: How to identify your members of 2030

Who are your members now?

Which generations do they belong to?

What do you know about your members' futures?

How are they changing?

How is the industry/community changing?

Why the changes?

Market awareness

What tools does your association use to track and measure member and industry data?

What is missing, and how can you start to gather that data?

Define your ideal future member

Who can you help/impact most?

What are they doing now?

What is their path to your organization?

Key takeaways

Retention first. What is your association's current retention rate?

Data is your friend. How is data used in your association?

Define your future members by role and path. What do your new and future member personas look like?

Part 2: How to attract them to your association

Go to them

On which digital platforms do your ideal members exist?

Ask sincerely, listen hard

How will you ask prospective members what they think?

What are examples of tough questions you want to ask prospective members?

Find your organization's authentic voice

Who comes to mind as the right messenger for your perspective members?

What victories has your association achieved for your industry?

Which members would you ask to share stories about their journey with your association?

Evolve your value proposition

How does your value proposition stack up?

How do the following channels benefit your potential members?

- Education and training

- Communications and news

- Government affairs and political advocacy

- Networking and career advancement

What is your association's "X" factor?

Current member needs

What do you do, have, offer, that no one else does right now?

Future member needs

How is your association beginning to address the developing needs of your future members?

Key takeaways

Value is everything. What does your association offer that adds value to your members and prospective members?

"Socialize" with purpose. What is your social media strategy?

There is power in stories. What stories of your association can you use to recruit?

Part 3: How to keep them engaged

Give them a voice and don't make them wait

In what ways do new members have the opportunity to voice their opinions?

What does your association do to welcome new members?

Which committees or sub-groups in your association benefit from new member perspectives?

Integrate and elevate

Where can members make a difference and become fulfilled in your association?

How could your association be more inclusive of new voices?

Does your association allow new members to vote and have a voice? If not, why?

Give them real value

Which unique problems does your association solve?

How does your association make members' lives, careers and communities better?

What are some ways your association invests in prospective membership journeys?

Key takeaways

Help them find a voice. How does your association provide opportunities for new members to express themselves?

Immediate impact. What is your association's policy on serving?

Value is everything. What new ideas do you have for your association to provide value?
