

Top Five: Published Resources for Membership Growth

Delve in to these Selected Readings to Grow Your Affiliate



The Art of Membership: How to Attract, Retain and Cement Member Loyalty

Author: Sheri Jacobs

Date Published: 2014

Publisher: Jossey-Bass

(288 pages, hardcover)

Summary

Jacobs presents principles for membership based on years of experience working for and consulting with associations, ASAE research, and conducting more than 40 market research studies. The Art of Membership will give you the framework and knowledge to create and customize a solid membership strategy no matter what size your organization is or which industry or sector it serves. Just a few of the topics covered include:

- Finding Your Value (including a chapter on pricing strategies)
- Defining Your Members (Are they members or customers?)
- Selling Your Organization
- Personalizing the Process--which includes a chapter on overcoming objections and another on engagement, onboarding, and the first 90 days. The book is filled with association cases, examples, checklists, and worksheets and will walk you through the concepts of goal, strategy, and tactics to help you create your membership to-do list.



Membership Essentials: Recruitment, Retention, Roles, Responsibilities & Resources

Author: Sheri Jacobs

Date Published: 2016, 2nd edition

Publisher: Jossey-Bass

Summary

This book is a comprehensive exploration of all aspects of membership, from engagement theory, to membership functions, to infrastructure, and much more. This new second edition includes expanded coverage of value proposition, strategic planning, model development, staff leadership, and legal considerations. Environmental factors and sustainability, governance, globalization, online communities, and the role of volunteers are discussed in greater depth, alongside foundational concepts that association leaders must understand to fill the role effectively. This book reflects the experience and expertise of thought leaders from a range of associations--small, large, local, regional, national, and global--and represents the ASAE's fundamental body of knowledge on membership topics and provides an invaluable resource for those preparing for or already in association leadership positions.

Topics covered include:

- Engaging members more fully in the evolving membership environment
- Developing models and strategies for relationships, engagement, and affiliation
- Exploring ways in which the web and social media can benefit your membership
- Examining the implications of globalization and the related relational models.

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You Don't Need A Title To Be A Leader

Author: Mark Sanborn

Date Published: 2006

Publisher: <https://marksanborn.com>

Summary

Through the stories of a number of unsung heroes, Sanborn reveals the keys each one of us can use to improve our organizations and enhance our careers. Genuine leadership – leadership with a “little l”, as he puts it, is not conferred by a title, or limited to the executive suite. Rather, it is shown through our everyday actions and the way we influence the lives of those around us. Among the qualities that genuine leaders share: Acting with purpose rather than getting bogged down by mindless activity; Caring about and listening to others; Looking for ways to encourage the contributions and development of others rather than focusing solely on personal achievements; and creating a legacy of accomplishment and contribution in everything they do.



Professional Student Organizations and Experiential Learning Activities: What Drives Student Intentions to Participate?

Authors: Laura Munoz, Richard Poole, Sonja Martin

Date Published: 2016

Publisher: Journal of Education for Business

Summary

Experiential learning theory has been referenced as a possible method for attracting and retaining members in student organizations. In a survey, undergraduate students evaluated a variety of organizational features pertaining to their intention to participate in professional student organizations. The study found that students value activities that involve professional development and contact with professionals. Age was negatively related to student intent to participate. In addition, ethnicity and being a first-generation college student were not significant predictors in participating in a professional student organization. To enhance membership recruitment and retention efforts, educators should focus their efforts on experiential activities that enable student-faculty contact, career exploration, and skill development.



The End of Membership as We Know It: Building the Fortune-Flipping, Must-Have Association

Author: Sarah L. Sladek

Date Published: 2013

Publisher: The American Society of Association Executives

Summary

How new membership models can help associations survive and thrive in today's evolving environment is the focus of this book. The era when associations could count on members joining and renewing, even with a relatively unchanging menu of membership benefits, has passed. No, membership is not dead, argues author Sarah Sladek. But associations do need to change their thinking and their models.

In [The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century](#), Sladek offers practical, proven ways that associations can respond to changes affecting participation such as the generational shifts in the workforce, social changes, and technology-eased access to content and community. [The End of Membership As We Know It](#) explains:

- How niche the new competitive advantage is;
- Why organizational culture has an enormous impact on recruitment and retention;
- What emerging member-prospects value and want
- Why and how to focus on member ROI instead of program ROI;
- How to craft and deliver compelling benefits rather than features;
- How to extend your reach;
- Which emerging models are taking root and showing promise.

This book is a must-have guide for moving your membership model into the future!