MODULE 4

RETENTION OF BCHW MEMBERSHIP

THROUGH SECOND MEETING VISIT

AND ANNUAL RENEWAL (1)

Prepared by the BCHW Membership Development Committee

Our goal here is to reach out to guests that have attended a meeting and those members who need to renew their membership. Our objective is to have them join or renew their membership.

We do this by showing them what BCH has to offer in such a manner that it resonates with them and aligns with their goals and priorities. We want our guests, and current and past members, to see the value of membership so that they are excited about belonging to BCH. The marketing plan must be tuned to the audience, vibrant, moving and current.

We realize that not all chapters and markets are the same and that there is no “one size fits all” for marketing BCHW. Fortunately there are many approaches and the chapters can select the methods that best suit your market and chapter resources. The key is that BCHW is not an empty warehouse, we have a great product that provides many rewards to membership. We just need to make people aware of the product in a positive and inviting way.

BCH members must be knowledgeable about BCH, what it does and why, then show enthusiasm about BCH when meeting with individuals and groups. The State Director must communicate BCHW information to the chapter.

OUR APPROACH:

* Who is our audience
* Where do we find our audience
* What resistance to membership do we need to overcome
* What does BCH membership offer
* What marketing materials do we have
* How do we reach out to guests and current and past members