

Member Recruitment Research: Self-Assessment

What do you know? What should you know? What are you missing?

1.1 Organisational Review	Know	Don't Know	Not Sure	Other
What is your mission, vision, direction, strategic goals, objectives & aspirations of leaders?				
What have been your key achievements? Where are the powerful stories?				
What are your key resources and assets?				
What benefits are being introduced and withdrawn?				
1.2 Membership Review				
<i>1.2.1 What's been happening over the past few years?</i>	Know	Don't Know	Not Sure	Other
What is your current retention rate?				
What recruitment tactics did you use last year? What worked well & failed? Why? What surprised you?				
Financials: Recruitment budget? Average cost to recruit each new member? Past years? What is the lifetime value of a member? Past ROI?				
Member turnover analysis				
Why are members leaving?				
<i>1.2.2 What is the size of the opportunity?</i>	Know	Don't Know	Not Sure	Other
What is the overall size of the sector eligible for membership? Is it static, growing or declining?				
What is your penetration of the overall sector?				
What are the different segments/groups? What is your penetration of each segment? What is causing the change and who is affected? Which segments are emerging, growing and declining? Which benefits will attract the growth sectors? Will new benefits be needed? Are any groups underrepresented and essential to achieving your mission?				
<i>1.2.3 Where is your current appeal?</i>	Know	Don't Know	Not Sure	Other
Who has been joining and what is their profile?				
For each distinct group/segment: Why did they join? What are the main catalysts and triggers? Who influences them at each stage of the joining process? Who pays? What can they do now, as members, that they could not do before? What are their communication preferences?				
What's the joining process? What do they see? How long does it take? Any key dates or periods? Are there any barriers?				
Who failed-to-join? What happened?				
What makes membership a "must have"? What makes membership indispensable?				
Would members recommend membership? The Net Promoter Score				
<i>1.2.4 Joining benefits</i>	Know	Don't Know	Not Sure	Other
What are the real benefits of joining - rational & emotional?				
<i>1.2.5 How do people see you?</i>	Know	Don't Know	Not Sure	Other
What is the level of awareness of your organisation?				
What impression do people have of you? What is your reputation?				
What first impressions are you giving on your web site, via elected members & branch volunteers, etc?				
1.3 Industry Review				
<i>1.3.1 What is about to happen in your community/industry sector?</i>	Know	Don't Know	Not Sure	Other
What do the thought leaders, futurologists and experts predict will be the new trends and 'pain and worry points' for members e.g. changes to legislation, technology, etc.?				
How will this affect the demand for membership?				
Who will be most affected? Can we help?				
Where are the PR opportunities to raise your profile?				
<i>1.3.2 What is happening in the membership sector?</i>	Know	Don't Know	Not Sure	Other
How are similar associations recruiting in other countries?				
What made other recruitment campaigns work well?				
<i>1.3.3 Competitors</i>	Know	Don't Know	Not Sure	Other
Who are your competitors? How do they compare and contrast?				
What is the 'perception' of how you are different? Positioning research				
What new things have they been doing?				
What do they charge?				
<i>1.3.4 Who could be your recruitment partners?</i>	Know	Don't Know	Not Sure	Other
Who do prospective members turn to for advice? Who influences them?				
1.4 Departmental Review	Know	Don't Know	Not Sure	Other
Audit of your recruitment systems & processes. Any re-keying of information? Any leads in other departments? Review of lead management, especially lead qualification and lead nurturing				
Review your core competences, knowledge & skills. Any critical gaps?				
Review of supporting collateral, including images				
Review of communication channels				
Results of tests done on new promotional tactics				
1.5 Other - What else would you add to your member recruitment research self-assessment?				