Ericka Ochoa is the Marketing Manager, Membership within the ASHP Marketing & Sales Division. In this role she works in conjunction with ASHP’s Office of Member Relations staff to plan and implement effective recruitment and retention programs for all membership categories and groups. She is instrumental in communicating the value of membership, developing and refining membership branding and brand image and tracking the effectiveness of recruitment and retention initiatives. Previous to ASHP, Ericka served as the Membership Manager at the Association of Community Cancer Centers (ACCC) and as Membership Coordinator at the National Association of Community Health Centers (NACHC). Ericka holds a Master’s Degree in Business Administration from the University of Maryland University College. She is a member of the American Society of Association Executives (ASAE), and was selected as the ASAE Diversity Executive Leadership Program (DELP) Scholar for the class of 2007-2008.
To Ask a Question and Collapse Control Panel

Expand or Collapse

Type your question here

24 hours before the program, to
www.XXXXXXXXXXXXXXXXXXXXXX

Q: How can I submit a question?
A: Phone lines are muted, submit questions using this tool

Practice Webinar: Networking Webinar for Performance Improvement Workshop:
Improving Patient Outcomes in Thromboembolic Disorder

Webinar ID: [redacted]
Revamp your Membership Marketing Strategies: Increase Recruitment, Retention, and Engagement Across your Various Member Target Segments.

Ericka Ochoa
November 12, 2015
Membership Development

• Retention

• Recruitment

• Engagement
Challenges to Membership Growth


<table>
<thead>
<tr>
<th>TOP REASONS FOR NOT RENEWING MEMBERSHIP</th>
<th>N = 755</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of engagement with the organization</td>
<td>38%</td>
</tr>
<tr>
<td>Left the field, industry, or profession</td>
<td>30%</td>
</tr>
<tr>
<td>Could not justify costs with any significant ROI</td>
<td>30%</td>
</tr>
</tbody>
</table>
Recruitment

What do you believe is the One Top reason members join your organization?

<table>
<thead>
<tr>
<th>Top Reason</th>
<th>Individual (n = 360)</th>
<th>Trade (n = 210)</th>
<th>Combination (n = 222)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking with others in the field</td>
<td>18%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Continuing education</td>
<td>15%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Access to specialized and/or current information</td>
<td>11%</td>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>

## Recruitment Marketing Channels

<table>
<thead>
<tr>
<th>Marketing Channels</th>
<th>Individual (n = 362)</th>
<th>Trade (n = 211)</th>
<th>Combination (n = 220)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word-of-mouth recommendations</td>
<td>48%</td>
<td>55%</td>
<td>46%</td>
</tr>
<tr>
<td>Email</td>
<td>36%</td>
<td>22%</td>
<td>34%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>28%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Association Website</td>
<td>23%</td>
<td>21%</td>
<td>26%</td>
</tr>
</tbody>
</table>

# Communication Methods to Onboard New Members

<table>
<thead>
<tr>
<th>Communication Methods</th>
<th>Individual (n = 357)</th>
<th>Trade (n = 206)</th>
<th>Combination (n = 221)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email welcome</td>
<td>74%</td>
<td>77%</td>
<td>76%</td>
</tr>
<tr>
<td>Membership card or certificate</td>
<td>54%</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>Mailed welcome kit</td>
<td>50%</td>
<td>60%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Associations with renewal rates of 80% or higher use in-person new-member receptions or orientations more than assoc. with renewal rates less than 80%.

Best Practices

Recruitment strategy that your association has employed that has been successful:

• Celebrate membership milestones
• Cross channel marketing. Email and print
• Educating State Affiliates on encouraging invitees to accept the invitation to join
• Training State Affiliate leaders on member recruitment

“In other words, each and every member has individual and unique reasons for engaging in an association and preferred methods for doing so, they said. The association must work to understand what those definitions are and aim to serve them, but it doesn’t get to determine the stakes of the game. That’s an important shift in mindset.”

Jeffrey Cufaude, President and CEO of Idea Architects, ASAE Annual 2015, Associations Now.
American Society of Association Executives (ASAE) Annual Meeting 2015

• Engagement Strategy
• Online Communities
• Content Marketing
• Member-Get-A-Member Campaigns
• Data Driven/Metrics
Utilization of Products/Services

Current Members

**Number Utilized (out of 20)**

- None: 1%
- 1-3: 22%
- 8 or more: 28%
- 4-7: 49%

**Net Promoter Scores**

(Overall 33%)

- 1-3: NPS = 2%
- 4-7: NPS = 32%
- 8 or more: NPS = 63%

Source: 2015 ASHP Speak Up Survey
Involvement Activities
Current Members

**Number Activities** (out of 17)

- None: 13%
- 1-3: 58%
- 4-7: 22%
- 8 or more: 7%

**Net Promoter Scores**

(Overall 33%)

- None: NPS = 29%
- 1-3: NPS = 25%
- 4-7: NPS = 42%
- 8 or more: NPS = 72%

Source: 2015 ASHP Speak Up Survey
ASHP’s Retention, Recruitment and Engagement Efforts
Value Proposition

A value proposition is a promise of value to be delivered. It’s the primary reason a prospect should buy from you.

A clear statement that:

• explains how your product solves customers’ problems or improves their situation (relevancy),
• delivers specific benefits (quantified value),
• tells the ideal customer why they should buy from you and not from the competition (unique differentiation).

Source: http://conversionxl.com/value-proposition-examples-how-to-create/
Retention

- Communication Strategy
- Incentives
- Incorporating Additional Marketing Channels
Steps to Developing A Communication Strategy

• Target groups
• Schedule
• Concept
• Email/Print
• Budget
• Review performance
ASHP’s Membership Renewal Cycles

• June Cycle

• December Cycle

Note: Simplifies dues revenue collection from finance and administrative sides.
Examples from June Cycle

Action Needed: Your Membership is Expiring.

ASHP Membership: The Power and the Purpose
Renew today to stay abreast of the latest scientific and clinical breakthroughs, connect with your professional colleagues, and ensure your voice is heard as we advocate for the future of our profession.

www.ashp.org/renew
Renew online or by phone today.
Visit www.ashp.org/renew or call customer service at 1.866.279.0681 (M-F 8:00 am-6:00 pm EST).

Renew by May 15, and you could win a FREE iPad!

Stay connected! Be sure to find us on:
Facebook  Twitter  LinkedIn

*If you already renewed your membership, please disregard this notice.*
Marketing Channels

- Email
- Direct Mail
- AJHP
- Social media
- Website
- ASHP Daily Briefing
- Midyear Clinical Meeting
Recruitment Campaigns

• Incentives

• Emphasis on Monthly Dues Payments

• Social Media Focused on Member Value
Target Groups

- Lapsed members
- Past product purchasers
- CareerPharm
- CE Activity (Webinars)
- Advocacy Petition Database
- Meeting nonmember attendees
- Connect Users
Email Sample

JOIN now for approximately $25 a month

Dear INSERT_CUSTOM02,

Become one of the 42,000 pharmacists and others who count on ASHP for continuing education, leadership opportunities, and meaningful connections. ASHP actively and effectively advocates for the advancement of pharmacy and issues affecting our ability to improve patient care.

From education to networking to advocacy, we’re here to meet your professional needs.

Join by June 15 and receive a special thank you.

I look forward to welcoming you as a member soon.

Best Regards,

Hannah K. Vanderpool, Pharm.D., M.A.
Vice President, Member Relations

A FREE ASHP Padfolio exclusively for you.
JOIN TODAY
Student Campaign

• 155 Schools of Pharmacy

• Brochures, Posters, Foundation Resources and Awareness of Student Publications

• New! Social Media Component
Samples
"ASHP is my "google" for all things pharmacy related. I know that I will essentially find everything I need and many resources that I didn't know I needed until I found them."

–Danielle McKimmy
University of Wisconsin School of Pharmacy
Pharm.D. Candidate 2016

ashp.org/join
ASHP offers invaluable networking opportunities.
Access the best resources for student pharmacists.

ashp.org/join
New and Renewing Members

Welcome to ASHP

Dear Ericka Ochoa:

Welcome to ASHP.

Your membership is important to us, as it greatly helps to support ASHP's vision to ensure that medication use will be optimal, safe, and effective for all people all of the time.

Please take a moment to download your new membership certificate and to watch our welcome video, which provides information regarding the wide array of practice tools and resources ASHP has to offer.

If you have questions or need assistance, please don't hesitate to contact us at 1-866-279-0681 or membership@ashp.org.

Again, welcome and thank you for your membership!

Sincerely,

Paul W. Abramowitz, Pharm.D., ScD (hon.), FASHP
ASHP Chief Executive Officer
The American Society of Health-System Pharmacists

is pleased to recognize

Ericka Ochoa

As a member of the Society through December 31, 2015

ASHP represents pharmacists who serve as patient care providers in acute and ambulatory settings. For over 70 years, ASHP has been on the forefront of efforts to improve medication use and enhance patient safety.

Paul W. Abramowitz, Pharm.D., Sc.D. (Hon), FASHP
Chief Executive Officer
List of Resources

- ASHP’s Five Steps to Success! Attract, Retain and Cement Member Loyalty.

- http://videos.gsae.org/adding-value-to-a-membership


- https://www.gapna.org/membership/member-get-member- campaign