

ASSOCIATIONS FORUM PTY LTD PRESENTS

# MEMBERSHIP RECRUITMENT & RETENTION WORKSHOP

Brisbane  
Thursday 29 October 2009

Melbourne  
Monday 16 November 2009

Canberra  
Wednesday 25 November 2009

Sydney  
Thursday 3 December 2009

## YOUR EXPERT PRESENTER:

*Martin Long FAMI, CPM has many years experience in developing techniques and programs for membership retention and recruitment.*

*He is a respected lecturer and workshop presenter.*

*He has combined successful campaigns in management roles for Scouts Australia, the NSW Farmers Association and ASFA, the Voice of Super with consultancy work.*

*Both the AMI and the PRIA have recognised his work with awards.*

*Martin is currently a Consultant with NFP Analysts Pty Ltd, specialising in communications and marketing for not-for-profit organisations, specifically membership issues including recruitment and retention.*



***M***embership based not-for-profit organisations need to address marketing and sales issues as much as any commercial organisation. Even though the product or service is distinct; associations, societies, institutes, clubs and charities need to focus on membership recruitment and retention to ensure their organisation has a future.

Associations Forum's workshop will demonstrate practical ways that not-for-profit organisations can maximise their membership potential.

This is the workshop where your NFP will learn how to analyse your marketing and sales efforts - and the outcome will be greater confidence in your methods and better membership results.

Topics to be covered include:

- \* Mission, Positioning and Benefits
- \* Retention of Current Members
- \* Recruitment of New Members
- \* Supporting Recruitment and Retention Processes

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## ASSOCIATIONS FORUM EARLY BIRD SPECIAL

Register for the event before Friday 9 October to receive 10% off the registration fee

# Membership Recruitment & Retention Workshop Brisbane Melbourne Canberra Sydney

## 9.00am Mission, Positioning and Benefits

- \* Introductions
- \* Clarity in organisation's mission and objectives
- \* Knowing and believing in the benefits of membership
- \* Numbers and targets - How many members should you have?

## 10.30am Morning tea

## 11.00am Retention of Current Members

- \* Why keeping existing members is paramount
- \* The key tool: your organisation's database
- \* Developing retention plans
- \* Leveraging your member service centre
- \* Using exclusive member services and partnerships as retention tools

## 12.30pm Lunch

## 1.30pm Recruitment of New Members

- \* Acquiring leads and nurturing leads over time
- \* The transition of leads to prospects to members
- \* Why NFPs must have a sales function
- \* Segmenting your potential membership base
- \* Understanding how to communicate with Gen Y, Gen X and Baby Boomers

## 3.00pm Afternoon tea

## 3.30pm Supporting Recruitment and Retention Processes

- \* Importance of the process, systems and the team
- \* Evaluating results and incorporating what you have learned into plans
- \* Maintaining high standards in service and design
- \* Marketing and sales methodology and tools

## 5.00pm End of workshop

### FEE:

Members \$495 per person.  
 Non - Members \$715 per person.  
 Two reduced rate scholarships for under-resourced not-for-profits are available.

### EARLY BIRD SPECIAL:

Register for the workshops before Friday 9 October to receive 10% off the registration fee.

### YOUR COURSE FEE INCLUDES:

- Expert training at the event
- Your detailed event materials
- Morning tea, lunch and afternoon tea.

### VENUE:

CBD locations.  
 Details will be provided upon registration.

### REFUNDS & CANCELLATIONS:

A full refund will be provided for all cancellations received in writing two weeks prior to the event. A 50% refund will be provided for all cancellations received in writing one week prior to the event. No refunds will be made within one week of the event. Substitutions within organisations can be made up to two days prior to the event.

### PROGRAM AMENDMENTS:

Although every effort will be made to keep presentations as represented, Associations Forum Pty Ltd reserves the right to make any necessary changes to the program.

### ENQUIRIES:

Phone Associations Forum Pty Ltd for more information on (02) 9904 8200.

### GUARANTEE:

If you are not satisfied that this event has been a good investment, tell us in writing within one week after the event and we will refund your registration fee. All prices indicated include GST.

Tax invoice will be supplied.  
 Associations Forum Pty Ltd ABN 53 105 365 160.

\* Surcharge of 4% applies to AmEx and Diners.

### Feedback from past workshop attendees:

*"Great information and well presented course"*  
 Karen Baldwin, Royal Motor Yacht Club of NSW Ltd

*"Great information – found the ideas so helpful and interesting and I have many strategies on the boil already that I look forward to implementing"*

Louisa Carlin, Australian Writers Guild

*"Martin is an extremely interesting and knowledgeable presenter who can communicate very effectively both verbally and visually with passion and enthusiasm"*

Graham McGuiggan, Master Builders Association of NSW

*"Valuable – helped me consolidate some pre-existing ideas and gave me some new ones"*

Greg Considine,  
 Community & Public Sector Union/Civil Service Association

Title	Name	Position	Email	\$

I/We will attend the workshop in  Brisbane  Melbourne  Canberra  Sydney TOTAL \_\_\_\_\_

Organisation \_\_\_\_\_ Postal Address \_\_\_\_\_

Town/Suburb \_\_\_\_\_ State/Country \_\_\_\_\_ Postcode \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

I wish to pay by  cheque payable to **Associations Forum Pty Ltd** or  Visa  MasterCard  Bankcard  AmEx\*  Diners\*  Electronic Funds Transfer (We will supply details)

Card No. \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Expiry Date / \_\_\_\_\_ Signature \_\_\_\_\_

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**Please post to Associations Forum Pty Ltd, PO Box 810, Artarmon NSW 1570**  
 Phone reservations to (02) 9904 8200 or fax to (02) 9411 8585 or email: support@associations.net.au