



Membership Growth & Engagement

Effective Tactics from the Field

Jeff Yates, Director of Volunteer Operations

Learning Objectives



A focus on membership growth and engagement helps a chapter achieve its mission:

- 1. Recruiting new members raises revenue**
- 2. New members are the most likely to get active**
- 3. Active members become engaged members**
- 4. Engaged members become good volunteers**
- 5. Good volunteers become great leaders**
- 6. Great leaders attract and engage new members**

Local Membership Growth



Member Recruitment Works Best Locally

- ~ 20,000 new members join TU annually
- ~ 2,300 are recruited by local chapters
- Members recruited locally by chapters renew at a higher rate than other sources
- New members feel immediately connected to their chapter community
- Members who feel connected are easier to engage in the chapter activities

Tracking Membership Growth



Chapter Resources

Choose Chapter

258 - Mianus

[Chapter Roster](#) ?

[Chapter Labels \(label version\)](#) ?

[Chapter Labels \(spreadsheet format\)](#) ?

[Electronic Documents](#) ?

[Email Members](#) ?

[Membership Changes](#) ?

[Update Chapter Information](#) ?

[Update Chapter Leaders](#) ?

[Financial Report](#) ?

[Update Member Contact Info](#) ?

Membership Changes: 258 - Mianus

Please remember when reviewing the various membership changes reports that the data you see today may be different tomorrow. Membership data is constantly changing. Always ensure you are using current data before you contact members or send out mailings.

Comprehensive
New Members
Renewed/Contributed
Soon to Expire
Expired (1-3 months)
Transferred In/Out (90 days prior)
Address Changes (90 days prior)
Bad Addresses (90 days prior)
Deceased (90 days prior)
Recruited Members
Lapsed Members

The Recruited report displays all active members who were recruited by the chapter during the chosen fiscal year. This report is under revision, so some data might not match what you see elsewhere. Please check back shortly for the revised report.

Fiscal Year

2020

[CLICK HERE TO CHANGE FIELDS DISPLAYED IN THE REPORT](#)

[CLICK HERE TO RECEIVE MEMBER CHANGES IN AUTOMATED EMAIL ON A MONTHLY OR WEEKLY BASIS.](#)

Generate Web Report

The Web Report allows you to view data online, with the option to export as a csv spreadsheet.

Generate CSV Report

The CSV report allows you to view the data in spreadsheet format.

Print Friendly Report

The printly friendly report will ignore field choices.

Three Ways to Recruit New Members



Your chapter gets \$15 for every new member you recruit in an annual rebate from TU. We send over \$35,000 in member recruitment rebates each year.

Try these three proven ways to recruit new members locally:

1. Event-based membership sales
2. Board membership recruitment challenge
3. New member sweepstakes drawing

Event-Based Membership Sales



Event-Based Membership Sales



**JOIN TROUT UNLIMITED TODAY!
HALF-PRICE MEMBERSHIP \$17.50**

Join today and get a free chapter hat and sticker!

As a Member You:

- Support local river restoration and youth education programs
- Become part of a community of friends and anglers who care about conservation
- Are invited to fun events, fishing trips, local volunteering opportunities and more...



When you join Trout Unlimited today, you get this great chapter hat and sticker, and \$15 of your membership stays local to help us improve local rivers and streams!

Board Membership Challenge



JOIN A COMMUNITY OF LOCAL ANGLERS AND CONSERVATIONISTS

THE XYZ CHAPTER OF TROUT UNLIMITED

WWW.XYZCHAPTERTU.ORG

BY BECOMING A MEMBER IN THE XYZ CHAPTER YOU CAN:

- LEARN WHERE TO FISH LOCALLY AND JOIN CHAPTER EVENTS
- TRAVEL TO THE BEST XYZ RIVERS
- VOLUNTEER TO HELP OVER 100 LOCAL YOUTH LEARN TO LOVE THE OUTDOORS

WHEN JOINING ONLINE BE SURE TO SELECT XYZ CHAPTER IN THE PROPOSED MENU

JOIN FOR HALF PRICE ONLINE AT WWW.TU.ORG/INTRO

Your chapter has a board of dedicated volunteers who care about your local work.

Challenge each board member to recruit 12 new members in the next 12 months.

10 board members = 120 new members = \$1,800 in rebates.

It's as easy as selling Girl Scout cookies.

New Member Sweepstakes Drawing



WIN A BIG SKY ADVENTURE FOR YOUR CHAPTER FUNDRAISING



www.tu.org/tu-event-printshop

Place an order in the TU Event Printshop for your chance at a week in Montana!

Getting the word out about your chapter's fundraisers, events and activities is one of the best ways to grow your membership, engage volunteers and increase the impact of your conservation, education and fundraising efforts.

The TU Event Printshop and special TU Events Center – in partnership with TicketPrinting – provides your chapter with:

- Easy-to-use, extremely affordable, high-quality, customizable TU-branded print products for event marketing and event operations, including: posters, flyers, postcards, raffia and event tickets
- Custom, online event registration forms and ticketing that will take your event to the next level

TicketPrinting is a strong supporter of conservation, a TU Business member and donates 20 percent of all TU business back to TU.

To sweeten the pot, TicketPrinting's CEO, Lance Trebesch, is giving away a one-week stay at his amazing Big Sky Montana Chalet in a special drawing for chapters that place an order on the TU Event Printshop on or before July 31!

The winning chapter, selected in a random drawing will receive the one-week vacation to be used for your local fundraising efforts, either in an auction at your local event, or in an online sweepstakes fundraiser using the RaffleRiver platform – which TU staff will train you on using to maximize your ticket sales.

To enter the drawing:

1. Go to the TU Event Printshop at www.tu.org/tu-event-printshop to connect to the online ordering platform
2. Select one or more custom print products to choose from (such as business cards, Stream Explorer magazines, posters, postcards, raffia or event tickets and more)
3. Create your design(s) and place your order

And that's it! You'll get your chapter's high-quality and beautifully designed print products in the mail in a few days and you'll be entered to win the Big Sky Chalet drawing!

Trip Details: Big Sky Montana - Five Nights for up to Six People
Chase down the big, hungry brown trout of Western Montana based out of this perfectly located Big Sky Chalet. Your chapter can win this incredible five days of fishing, sight-seeing and more in either raffia or auction off locally and raise funds for your important conservation and education programs. We'll even help you set up a special RaffleRiver sweepstakes if you'd like so you can sell tickets to win this trip online among your chapter members, fishing friends and beyond! The chalet is available Sunday through Thursday and has room for up to six people with four bedrooms and six beds. Valued at over \$2,350, the trip must be taken April 23 through October 31, 2018 based on availability.



Identify a great prize – like a fishing trip, fly rod outfit etc...

Create a year-long drawing where every person who joins your chapter gets entered.

Promote the heck out of it at events, through chapter emails, on social media and more....

Talk to Jeff about sweepstakes rules first.

Three Ways to Engage New Members



Only 33% of new members renew for a second year. But retention goes to 65% for the third year, 72% at year four and 84% after that. Engage them in your community and you have them as members for life!

Try these three proven ways to engage new members locally:

1. Send them a new member welcome letter
2. Give them the fun activities they want from TU
3. Keep them coming back with recognition

New Member Welcome Letter



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- Deceased (90 days prior)
- Recruited Members
- Lapsed Members

The comprehensive report displays all new members for your chapter within the past 30 days, members who have given money to TU (either renewed or contributed) within the past 30 days, members who will expire at the end of the current month, members whose membership expired last month, members who transferred into your chapter within the past 30 days, members who transferred out of your chapter within the past 30 days, members whose address (city, state or zip) changed within the past 30 days, members whose address was flagged as "Bad Address" within the past 30 days, members whose record was flagged as "Deceased" within the past 30 days, and members recruited during the current fiscal year.

[CLICK HERE TO CHANGE FIELDS DISPLAYED IN THE REPORT](#)

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Generate Web Report Generate CSV Report

The Web Report allows you to view data online, with the option to export as a csv spreadsheet. The CSV report allows you to view the data in spreadsheet format.

It takes a few moments to generate each of these reports...please stand by.

Sign up for the membership changes reports by email – our download them 24/7 online in the Leaders Tools.

Modify the New Member Welcome Letter template with your local chapter information and activities.

Consider investing in mailing new members a print letter and chapter newsletter, brochure or annual report.

Make Your TU Chapter Fun for Everyone



In which chapter activities would you like to participate?	18-35	36-55	56-65	66-75	76+
Regularly scheduled membership meetings				47.52 %	
Speakers and presentations at meetings			42.77 %	38.30 %	33.33 %
Veterans programs & events					36.36 %
Stream monitoring programs	57.89 %				
Tying and casting classes		39.45 %			33.33 %
Conservation projects – protect, reconnect, restore, etc.	55.26 %	44.95 %	37.57 %	38.30 %	
Fishing outings	55.26 %	37.61 %	35.26 %		45.45 %
Other					

Fun means something different for every person.

Fly tying is fun for some. Speakers and presenters is fun for some. Entomology is fun for some.

Most new members want to “get their hands dirty and their waders wet”.

Recognize Members Who Come Out & Back



Give new members a fly box with some flies tied by board members when they attend their first meeting.

Give all project day volunteers a free chapter hat or t-shirt.

Hold an annual participant raffle (1 ticket for every meeting/event, 2 tickets for every volunteer day, etc...)

Discussion & Sharing



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