



Membership Marketing

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Butts?



Wallets?



Voices!



Membership Marketing Tips



- Who might join?
- Why us?
- Why now?
- Create a mental box.
- Make it personal.
- Keep it professional.
- Track your results.

Who might join?



- Create lists of potential members
 - In-house mailing list of donors, guests, and ticket buyers.
 - Rental lists of like minded women
 - TIP – Ask your chorus members what other organizations they belong to and if they share/exchange/rent or sell their mailing list.
- Local “hang-outs”
 - Doctor’s offices
 - Salons
 - Gyms

Why Join Us?



Answer this question!

What's the best benefit you offer ?

Example – We change women's lives!

Why Join Now?



Develop a special offer to answer this question!

- Limited-time dues discount
- Trial membership offer
- Opportunity to sing on an upcoming show
- Free vocal lessons

Create a box!



We process information by creating mental boxes!

Build promotions around something they will recognize and know what to do with...

- Invitation
- Temporary Membership Card
- Survey
- Introductory Certificate

Make it Personal!



Direct Mail Campaigns:

Use their first name...

Email Campaigns:

Create a landing page on you website that highlights your special offer/promotion.

Keep It Professional



- Use materials from the SAI Marketing Center.
- Always include both an email and telephone number for the chorus contact person.
- Consistency, consistency, consistency....

Track Your Results



What lists, promo copy, offers, ads, and programs produce the best return on investment for each marketing dollar (or hour) spent?

The End!

