



PROFESSIONAL BODIES

THE MEMBERSHIP BUSINESS

Professional Bodies, Learned Societies and other representative organisations, are usually membership organisations and have dedicated resources responsible for collecting subscriptions and delivering benefits.

However, it is the members themselves that constitute the body, and are usually integral to its governance structure as well as being its main beneficiaries.

So the notion of managing the membership business can be quite challenging for staff, as they try to match the income from subscriptions with the benefits provided, whilst striving to ensure that the organisation continues to represent its members' views.

The trick is to understand what your individual members actually want from their organisation, which depends on what they are (e.g. a student, a consultant, an academic or a practitioner) and where they are in terms of their career or life stage.

Segmenting your membership base gives you greater insight into their motivation for belonging, how much it is worth to them in financial terms, and, importantly, how much they are likely to use your services.

By categorising your membership in a clear and practical way, you can address each group far more effectively, tailoring the benefits you offer, the payment methods available and the process you use at renewal.

This approach allows a step change in managing the membership base; rather than treating members as an amorphous mass, it becomes possible to predict their life time value to the organisation, taking account of their

progress through the grades of membership, use of membership benefits, purchase of additional services and number of years they remain a member.

This generates significant improvements to rates of membership satisfaction, retention levels and subscription income, but equally importantly, benefits accrue behind the scenes. By understanding the value of each segment, it becomes far more practical to allocate resources and funding appropriately, ensuring that the organisation is operating on a firm financial footing.

Measuring membership retention is only the beginning; understanding life time value is the real objective.

Oriel helps Professional Bodies to create the circumstances where they can deliver results, even in these turbulent times.

We work with Management Teams to develop revenue streams, create strategies to achieve the objectives and move the organisation forward.

For further information or an exploratory discussion,

call Oriel on 01252 727625

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