Engaging With Members
When You Can’t read their minds

Member Engagement?
First word that you think of...

- Relationships
- Connection
- Top of mind
- Interaction
- (Great) Communication
- Value
- Commitment to them
- Participation
- Access
- Praise
- Investment & ROI
- Caring
- Personalized-experience
- Skin in the game

All Mail Is Not Equal
Many Proven Ways To
Get More Members to
Attend Your
Meetings and Events
(At least 8)

1. Answer “So What?” about:
   • Your Event
   • Your Services
   • Your Association
   • An Event that will help ____
   • A Service that will save them ___
   • A Service Provider who knows what they need most

If…

Sales
The process of establishing credibility and rapport in order to further a relationship.
Most of the time we don’t see things as they are. We see things as we are. — Anias Nin

We must communicate in THEIR language.

Everything Is Not Equal

Value Proposition

Resonate
Differentiate
Substantiate
Don’t just tell them what your event is. 
Tell them what your event will do FOR THEM. 
DON’T JUST REPORT THE NEWS.
Communication Don’ts

1. Save the date
2. <X> Proudly Presents
3. Don’t forget
4. Hurry...
5. Last Chance

YOU do the work to answer
SOC WHAT?
And don’t just give the basic information.

2. Use your Strategic Plan to set Communications Goals
3. Be Particular about WHO & WHY.
   It's important.

Engage your audience with meaningful Communications.
4. Study Your Work (And Them)  
To See What They See
REALTORS® Political Action Committee (RPAC) is the only political action committee in the country dedicated to furthering the real estate industry. The purpose of RPAC is clear: REALTORS® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from the voluntary contributions made by REALTORS®. These are not members' dues, but money given freely by REALTORS® in recognition of how important campaign fundraising is to the political process. RPAC doesn’t buy votes. RPAC enables REALTORS® to support the issues that are important to their profession and livelihood.

Politics is Part of Business. Consider REALTORS® Political Action Committee (RPAC) because...

RPAC is the only political action committee in the country dedicated to protecting property ownership, you, and the real estate industry.

A refresher on RPAC:

• Supports laws that help you do more business
• Helps influence pro-property political decisions—ones that make for a healthier business environment for property owners and our industry.

RPAC doesn’t buy votes, but rather gives funds to candidates who:

ü Support in our industry
ü Promote simpler and more favorable real estate laws

RPAC is a voluntary contribution. It is critical to Kansas Real Estate and to the long-term health of your business.

Protect our industry
Donate here

https://www.attentionwizard.com
4. Study Them To:
See What They See &
Listen to What they Think

A very satisfied member is 2x as likely to attend,
contribute and get involved.

A Satisfied member is your most risky member

Source: Service Management Group 2012

Not only Satisfied... VERY SATISFIED
5. Think before you write

- What’s the goal?
- Who’s the audience?
- WIIFM – What’s in it for them? So What?
- What do you want them to do?
What's the Goal?

Before

Cost Effective Learning for You and Your Team

After

Perm't Goes Here

Southern Gas Association

Download for your use
6. Simplify

Association communicators greatly underestimate the implication of over saturating members with email.
"Think INDEX CARDS, Not TOILET PAPER."

- Jeff Herrington

**Chronic Conditions Live Course**

- Explore evidence-based information on clinical topics
- Think through strategies to educate and counsel patients.
- Utilize strategies to help patients overcome barriers to change.
- Learn how to implement tools to better manage chronic care.

Leave with current information to apply directly to your practice.

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**Hit Return more often**

…and other readability tricks

*Here’s the problem with long paragraphs:*

Readers make decisions about your message based NOT on what you’ve said or how well you said it but on what it looks like after you’ve said it.

And paragraph length is one of your message’s most important visual cues.

- Ann Wiley

In MS Word or Outlook, go to: 1. Help, then look for 2. Readability Statistics
MHA Members

As you know Congress failed to meet a deadline for funding the government at midnight (last night) for the government shutdown.

Essential services for national security and public safety continue to run, air traffic controllers and medical personnel remain on the job. Social security and VA payments are expected to continue.

The Centers for Medicare & Medicaid Services said that Medicare Administrative Contractors will continue to perform all functions related to Medicare fee-for-service claims processing and payment during the time that the partial government shutdown is in effect. In addition, states have funding for Medicaid and the Children’s Health Insurance Program due to the advanced appropriation enacted in the fiscal year 2013 appropriations legislation. And funding for the launch of insurance exchanges will not be impacted, so the Marketplace is open.

More than 12,400 federal workers in Montana have uncertainty about when they return to work. Yellowstone and Glacier parks will likely be closed to visitors, and a host of other government services remain in limbo until Congress takes action to fund government. However, nothing may change during the partial government shutdown as DC is not in session, and the debt ceiling discussion is still a ways off.

MHA will update members as additional information is received.

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MHA Members

Congress failed to meet the deadline for funding the government at midnight last night. The US Government is shut down. Congress failed to meet a deadline for funding the government at midnight last night. It is important to know a few things about the shutdown:

1. National security and public safety essential services continue.
2. Military personnel and air traffic controllers remain on the job.
3. Payments for Social security and VA will continue.
4. Medicare claims processing and payments continue.
5. Medicaid and the Children’s Health Insurance Programs continue.
6. Insurance exchanges - the Marketplace is open.

More than 12,400 federal workers in Montana are uncertain about returning to work. Yellowstone and Glacier parks are closed to visitors, and a host of other government services remain in limbo. Congress resumes next week to take action. Many speculate this shutdown will continue into the next week when the debt ceiling discussions heat up.

MHA will update you with any additional information.

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Passive sentences

The mouse was eaten by the cat

Passive voice shifts the focus of a sentence away from the door.

Active voice emphasizes the doer

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How to remember to simplify

REMOVE THE R.O.T REDUNDANT OVERWHELMING TRIVIAL

-- David Hammer
The art of the stop
You know how to sell homes. Apply your knowledge to selling Land and Acreage March 26, 2015
8:30 – 5:00pm including Networking Lunch Centerpiece Regional Events Center
$40 early registration through Friday 3/31/15
$55 after 4/1/15
Registration online or below:
7. Results. Measure the right things

Overall, how satisfied are you with...

<table>
<thead>
<tr>
<th>Communications</th>
<th>30.6%</th>
<th>11.1%</th>
<th>9.9%</th>
<th>0%</th>
<th>0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Neutral/Not Applicable</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat Dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td></td>
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</tr>
</tbody>
</table>

Just because you’re right quote by Seth Godin

400 more members opening e-News during first four months
1600 more visits to the website after updates to simplify and give members easier ways to access what matters most to them
480 more clicks to e-News articles indicating more interest in the articles
200 more interactions each month across all social channels, indicating that social is not just an extra, but a growing way to keep up on key association news
8. Operationalize
Why do YPN events work?

1. They don’t ask for anything.
2. The events are LOW KEY.
3. They are full of Energy.
4. They are open to sharing ideas.
5. YPN’s Collaborate.

“You can’t connect the dots looking forward; you can only connect them looking backward…”

Steve Jobs

Connect the dots...
Set goals for change...
Develop a plan for engagement

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