

Council of Scottish Clans & Associations



Clan Leader Boot Camp: Growing and Retaining Your Clan's Membership January 26, 2013

Stand by - the fun will begin momentarily

Welcome!

We're glad you're here!

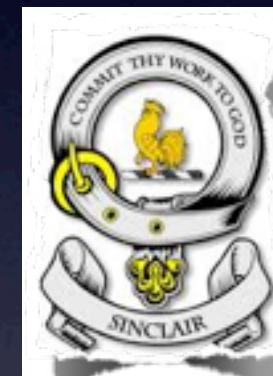
- Your audio will come through your computer speakers. If you cannot hear us, make sure your speakers are un-muted and the volume is turned up. If still no luck, let us know at coscainfo@gmail.com and we will try to help.
- If you have a question or comment during the presentations please write it in the “Q&A” box on the right hand side of your screen and hit “Enter” or click ‘send’. We will try to get to as many questions as we can.





Today's Celebrity Presenters:

- Suzanne Whitmore, Clan Sinclair USA
- The Rt. Hon. The Viscount Dunrossil, Chairman, Society of Scottish Armigers
- Clark Scott, COSCA Trustee/Treasurer



Your Moderator Today



Susan L. McIntosh, J.D.
President, Council of Scottish Clans & Associations



What is a Member?

- A Mackintosh is a Mackintosh is a Mackintosh and a Mackintosh is a *Member* of the global kin group we call Clan Mackintosh.
- A Mackintosh that pays dues is a Clan Mackintosh Member that SUPPORTS HER CLAN.
- A Mackintosh that brings a bottle of good whisky to the Clan tent is an angel.

We need to encourage and support all three



Membership is Key

Why?

- Clan = Family = People = *Members*
- Member dues are most clan organizations' PRIMARY source of revenue (bad idea)
- If you ever want to expand your fundraising capabilities, you will welcome an energized *Membership* base
- *Members* of your clan organization are your primary source of volunteers and future leaders.



Do Members have to be involved?

Members “who are not involved lie perilously close to former members in the overarching assessment of the value they derive from associations. If former members are thought to be dead, the uninvolved are close to comatose.”

-- ***The Decision To Join***, written by someone else. Google it.



Which Members Are Important?

All Members are important PARTICULARLY at RENEWAL time.

“Associations with overall increases in membership over the past year, as well as those with renewal rates higher than 80%, are more likely to attempt more renewal contacts ... *These increases in renewal rates appear after seven contacts.*”

-- **2012 Membership Marketing Benchmarking Report**, also written by someone else. Google it.



A Sound Process For Managing *Members*: You need one.

- Listen to your *Members*. Surveys & Polls
- Welcome to the Clan phone calls
- Provide relevant and compelling value that your audience is seeking
- Monthly/Bi Monthly E Newsletters
- Renewal Strategy
- Reinstatement Strategy
- Member Marketing Strategy - Hook 'em and cook 'em



Great Links

- National Council of Nonprofits: www.councilofnonprofits.org
- Membership Marketing Blog: www.membershipmarketing.blogspot.com
- Member Engage Blog: www.memberengage.com
- 50 Social Media Tactics for Nonprofits: www.slideshare.net/chadnorman/50-social-media-tactics-to-help-nonprofits-meet-their-mission
- YouTube: www.youtube.com
- Slideshare: www.slideshare.net





Time to Achieve 50 Million Users

- Print: Hundreds of Years
- Radio: 38 Years
- TV: 13 Years
- Internet: 4 Years
- iPod: 3 Years
- Facebook: 24 Months
- Twitter: 12 Months
- Google+: 6 Months

Social Media Outlets Officially Used by Nonprofit Associations

Twitter

2010: 66%
2011: 71%
2012: 79%

YouTube

2010: 35%
2011: 45%
2012: 53%

Facebook

2010: 75%
2011: 91%
2012: 86%



Is this your Clan's Communications Director?



Made in Scotland From Electrons

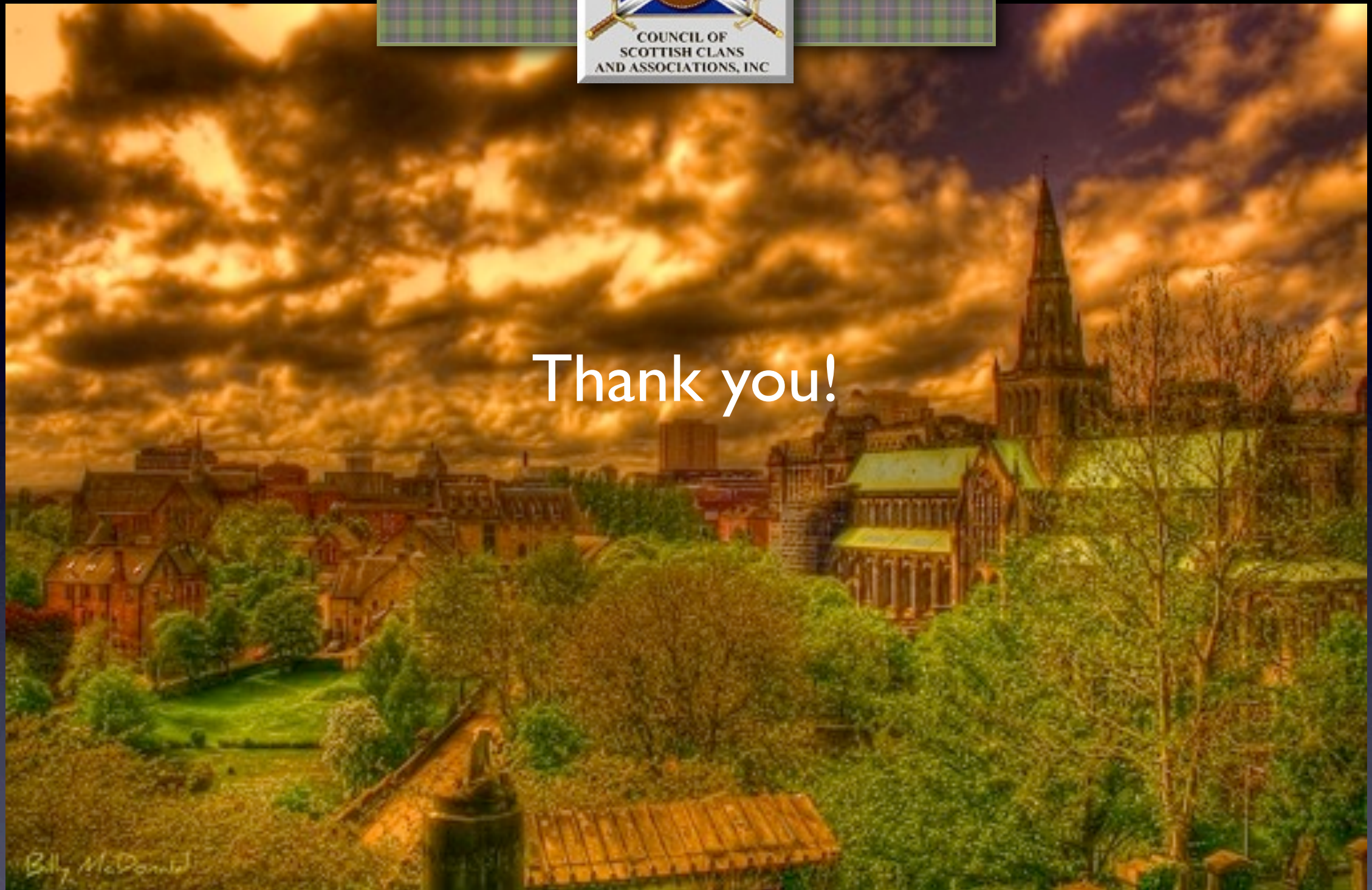
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Thank you!



Glasgow Cathedral by Billy McDonald

<http://flickeflu.com/photos/consay/interesting>

www.COSCA.net