https://www.itcilo.org/en/the-centre/programmes/employers-activities/employers-and-business-members-organization-package/membership.png**MEMBERSHIP DEVELOPMENT**

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| MEMBERS MANAGEMENT AND RETENTION |
| * Do you have a formal (written) plan or strategy for membership development? |
| * Do you have professional tools to data about members? * Membership database * CRM software * Accounting software |
| * In general for each member do you have the following contact information (including at least email and phone number? * CEO / DG * CEO assistant * Human Resource Manager * OSH specialist * Sales Director * PR officer |
| * Do you have a system of account managers (each staff in the secretariat personally in charge of some members)? |
| * Do you conduct members' profiling (i.e segmentation by selecting those attributes of the member * profiles that define the segmentation in order to better customize communication, service offer etc.)? |
| * Is it clear which services are included in the membership fees? |
| * Do you have pricing policies for services? |
| * Do you have price differentiation for services provided to members and non-members? |
| * Do you regularly conduct customers/members satisfaction surveys? |
| * Do you regularly conduct needs assessment surveys? (i.e. This survey gathers data to determine what needs to be developed to help individuals and the organization accomplish their goals and objectives) |
| * Do you organize at the least the following social activities? * AGM * Awards * Lunches * Sports activities |
| * Do you use any kind of promotional offers to solicit membership (e.g. discounts, membership cards,   Etc.)? |
| * Do you have a smooth process for membership renewals? |
| * Do you contact lapse members? |
| * Do you have a clear policy for members not paying subscription fees? |
| * In case of members leaving the organization (or not paying fees), do you conduct "exit surveys"? |
| * Are the Board members involved in trying to recover arrears payment? |

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| NEW MEMBERS RECRUITMENT |
| * Do you have a system to map your potential members and define priority target groups (companies or associations) in specific sectors or geographical areas? |
| * Do you have a software to manage data about potential members? |
| * Do you have budget to conduct recruitment campaigns? |
| * Do you conduct recruiting campaigns? In which ways? * Company visits * "Colleague-to-colleague" visits - organizations' ambassadors * Road shows * Information events * Letters with brochures * Calls * Advertisement on local radio and TV * Advertisement on local newspapers * Emails * Website * Meetings with local business communities in municipalities * Board members used as EMBO ambassador |
| * Do you have a brochure in order to present your EBMO? |
| * Are the Board members involved in attracting new members? |
| * Do you have any special initiative to welcome new members? |
| * Is the involvement of Board members causing delays in new membership approval? |

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| MEMBERSHIP INDICATORS - Do you have at hand the following data and indicators? |
| * Total number of direct members (associations and companies) of your organization |
| * Total number of indirect members (companies affiliated to sectoral or territorial organizations which are affiliated to your EBMO) |
| * Number of sectorial and territorial EOs affiliated to your organization |
| * Total n° (direct and indirect) members / total n° of companies in country (in formal private sector) |
| * Total employment of (direct and indirect) members / Total employment in formal private sector |
| * Total turnover of (direct and indirect) members / Total GDP achieved in formal private sector |
| * Membership retention rate |
| * Percentage of members paying subscription fees |
| * Membership recruitment rate |
| * Members using EBMO services / Total number of members |
| * Percentage of your new members which go on to renew for a second year |