SAME Membership Cycle & Understanding Reports

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Dedicated to National Security Since 1920

Housekeeping

➢ Please mute your computer audio or phone during the presentation.
➢ If you have a question please ask it in the chat box.
➢ This program is being recorded and slides will be available in the Post Resources Center.

Thank you for joining us today!

National Office Membership & Post Ops Team

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Membership Types

SAME has two types of memberships:

- Individual – this membership belongs to an individual
- Company/Agency/Organization – this membership belongs to the company, agency, or organization
  - Not all employees are included on a company membership. They must contact the National POC for the company to be added.

New Member Onboarding - National Office Activities

- Review new member records to ensure they have a Post

- Send individual new members welcome email message in the first 24 hours

- Send companies a welcome letter (sent to their official POC)

- Send a series of onboarding emails over the first year including: Post Engagement, COI's, Events, Professional Development, member record maintenance

New Member Onboarding – What Posts Should Do!

- Review new member report every two weeks
- Send a welcome email ASAP!
- Host a webinar about what the Post offers members
- Invite them to the next meeting
- Welcome members at meetings & in newsletters
- Encourage them to get involved in an event or activity
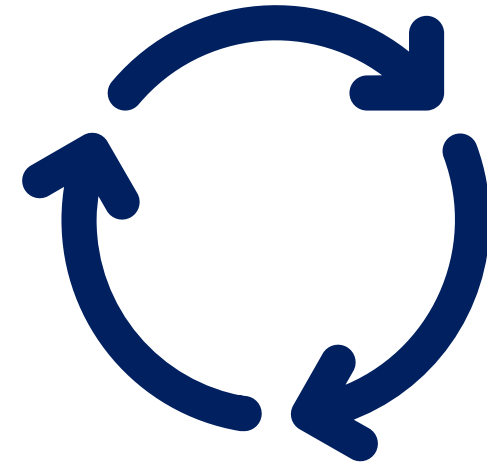
Retention starts the day someone joins!

Dues Rule #1

➢ SAME National Office collects ALL dues
➢ If your Post receives a check for dues forward it immediately to:
> SAME

NEW ADDRESS ▶ 1420 King St, #100
> Alexandria, VA 22314

➢ Until the dues is received the membership will be considered unpaid and becomes inactive and then drops!

Membership Renewal Cycle

- All members renew on an anniversary cycle
- 60 days prior to renewal date: membership invoice is sent via email and mail
- 30 days prior to renewal date: email reminder sent
- On Renewal Date: invoice emailed again

Membership Renewal Cycle

- 30 Days past renewal date: email and past due invoice

  ⟶ Member becomes inactive if payment is not made

- 60 Days past renewal date: Final email

  ⟶ Membership drops if payment is not made

  "Reps" contacted to join as individuals if company drops

- 120 Days past renewal date: Win back via phone and email

  ⟶ Member Rejoins ☺ or ⟶ Member Declines ☹

What else does the National Office do?

- ✓ Reach out to all non-members attending National Events
- ✓ Reach back via phone and email to dropped company & agency members 120 days after they lapse
- ✓ Annually contact all UNIF and CIVG dropped members and ask them to rejoin (80% of dropped members don't know their membership expired!)
- ✓ Annual "Spring Clean Up" sent to all members to verify their information.

Monthly Membership Numbers

- Monthly membership numbers are a snapshot in time based on the last day of the month after QC
  - ▸ Monthly Streamer reports are found on the Post Resource Center
- Post Membership Reports are real-time and adjust when members join/drop in the database
  - ▸ Post Membership Reports are found on your Post Leader Dashboard

Monthly "Streamer" Numbers

Monthly Streamer Numbers are...

- Based on the end of month membership statistics

- Stats are run after monthly quality control has been completed

- Streamer numbers are not the total of individuals in your Post!! Refer to your Post Membership Reports

Post Membership Reports

Membership Reports are...

- REAL TIME! They change constantly
- Never going to be the same as the Streamer number
- Updated so they only show two years of dropped

Use your reports to:

- ✓ Welcome new members!
- ✓ Review regularly for renewals & thank members!
- ✓ Remind "inactive" members to renew <u>before</u> they drop
- ✓ Do succession planning!

DEMO TIME

Additional Resources!

- Visit the Post Resource Center Document Exchange for ideas, templates and resources: https://www.same.org/Document-Exchange
- Login to your member account and access Post Rosters and information in the Post Leader Dashboard: https://www.same.org/Member-Account

We are here for you! Contact us at

Posts@same.org