

# 14 TIPS FOR MEMBERSHIP MARKETING DURING A PANDEMIC



Keep communicating – with members, with your remote staff and with leadership. Your members and staff need to continue to feel engaged while remaining connected to what is going on with future plans.



Don't be shy about more frequent communication with members. They want to know what is going on. Keep them in the loop. Work with your marketing and social media teams to provide extra content – animal videos, artwork of the day, science experiments at home, behind the scenes tours. People will love you for it!



You need to stay in touch with leadership and financial staff to let them know what to expect financially from membership. During other financially difficult times, budgets have been cut. But warn your leaders against cutting the membership budget. If there is less money to spend on renewals, getting new members or servicing members, that will certainly translate to lower membership revenues. KEEP your budgets intact! It is a self-fulfilling prophecy – fear leads to inaction or cut budgets, which then translates into reduced or nonexistent cashflow which was the original fear. The organizations that did well during previous times of crisis were the ones that kept on their path of renewing, asking and enlisting the help of their members.



During closure, have staff fill any downtime by making calls to members just to stay in touch and say thank you! People are home and may be very happy to talk about the places they love!



Keep your renewals going! This may be the only cashflow you have coming in right now. Do not change the way you perform your renewal notices nor the timing.



Do not abandon mailed notices as these work the best. Email renewal notices are also important to accompany paper notices.



Include a message about how important the members' support is at this time, since the institution is lacking important admissions revenues during times of closure.



Your organization still has operating expenses during the closure – quantify what those cost are and how much revenue may not be coming in right now – make your case!



Offer added incentives if they renew now – perhaps free months since your organization may be closed for a while.



For organizations automatically offering all current members free months on their current membership, don't let that shift in renewal timing.



Consider a special appeal to all members during this time of crisis.



Members and donors are your best friends and supporters. During times of hardship, they will come through for your organization – you just have to ask.



Your organization is an important part of members' lives, and they will come to your aid during these times of decreased revenues.



Appeals via mail, email, social media and digital channels work best when used in combination, with mail still having the greatest response.



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