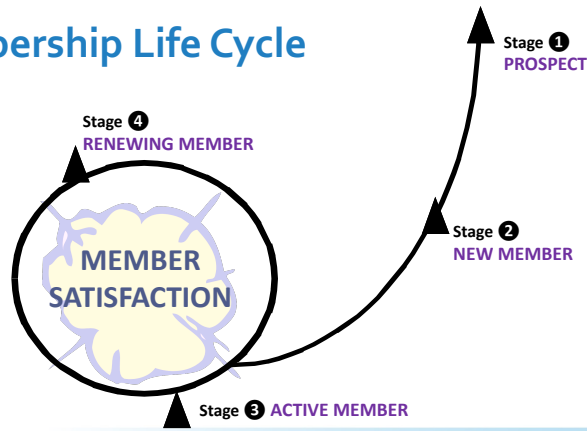


Women's Council of Realtors
2021 Network 360 Leadership Conference
Member Recruitment & Retention

#LeadersMadeHere * August 18-20, 2021

Membership Life Cycle



*** CHICAGO ***

1. MEMBERSHIP LIFE CYCLE

Prospect:
New Member:
Active Member:
Renewal Member:

Ideas & Notes:

2. PROSPECTING FOR NEW MEMBERS

Recruit with <i>retention in mind</i> :

Ideas & Notes:

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3. NEW MEMBERS

- Must feel welcomed & connected in some way that results in value
- Become familiar with the value of membership & how to access benefits & services

How to welcome & orient new members:

Ideas & Notes:

4. ACTIVE MEMBERS

- Must see a range of ways to participate
- See how participation & involvement help to meet personal & professional goals

How to engage members:

Ideas & Notes:

5. RENEWING MEMBERS

- Believe that recruitment promises have materialized/been fulfilled
- Must see sufficient value to reinvest in membership & connection as indispensable to their success
- Have an affinity for & a relationship with the organization & fellow members

How to engage members:

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Ideas & Notes:

6. BREAKOUT ACTIVITY

- Qualities of Powerful Storytelling
 - *Sincere*: must convey what you truly believe about the Council & how it has made a difference for you & can for your listener. Be honest & authentic
 - *Relatable*: must be told in your own words & your own voice. Be sensitive to the mindset & the journey your listener is on so they can relate
 - *Inspiring*: should help others see how the Council can help them find & strengthen their own voice & have the opportunity to pursue something they care about
 - *Simple*: must be understandable; think concise and clear

Ideas & Notes:

THIS IS YOUR MEMBERSHIP DEVELOPMENT PLAN

- SET AN APPT WITH MEMBERSHIP DIRECTOR TO REVIEW: _____