

EMBRACING THE FUTURE

Game-Changers to Address

- Decision To Affiliate
 - Not menu – which might open the door – but the relationships
 - Getting involved is cyclical, tied to family & professional stages
- Drive for Access, less so ownership
 - Sharing economy focuses on access & relationships
- How we connect is driven by the customer/member, not the association
 - Think co-creation
 - Embrace the tools and open-management practices: transparency, immediacy, easy-access, self-formation, customer-centricity
- A New Volunteer
 - Drivers for volunteers:
 - Do something for profession/cause important to me
 - It's important to help others
 - Gain new perspectives
 - Explore my own strengths
 - Volunteering important to people I respect
 - Remove the Barriers! Top reasons members don't volunteer:
 - Never asked to volunteer
 - Lack of information about volunteer opportunities in general
 - Lack of virtual volunteering & about short-term assignments
 - Lack of follow through
 - Inadequate expense reimbursement
- Time / Flexibility – impact on availability, access, preferences
 - Top reason members say they don't participate: time constraints
 - **Nearly 60% of members prefer ad-hoc engagement** (opportunities to participate in small, time-constrained ways)

Source: ASAE, Decision To Join and Decision To Volunteer studies, 2006, 2008, 2011

3 Strategies

- Focus on associating – sell involvement, connections
- Harness technology – to make volunteering easier, to offer virtual volunteering, to recruit volunteers



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- Embrace flexible volunteering e.g. ad hoc – tap the Engagement Continuum

A Different Picture: The Engagement Continuum

Members engage in many different ways and that engagement shifts throughout their tenure. It’s about finding the role that’s right at the moment. To drive engagement, create a complete map so that members find what meets them where they are at that moment.



Sources on association membership and volunteering (read more!):

“The Decision To Volunteer: Why people give their time and how to engage the” and “10 Lessons for Cultivating Member Commitment”, both available through ASAE, The Center for Association Leadership, www.asaecenter.org.

“When the Millennials Take Over” by Jamie Notter and Maddie Grant, <http://www.culturethatworks.net>.

The Mission Driven Volunteer, by Elizabeth Engel, CAE and Peggy Hoffman, CAE, bit.ly/13Wwe1F

You Say Ad Hoc, I Say Micro by Mariner Management & Marketing, bit.ly/1j3QetT

