

WOMENS' s COUNCIL of REALTORS®

Network FIRST YEAR MEMBER COMMUNICATION STRATEGY

Why: Attrition the first year of membership is high—higher than any other year of membership. With all the effort it takes to recruit a member, loss of a member in the first year is a tremendous drain on resources. For this reason, the new member's experience in the first year of membership is a critical time and deserves attention.

What: Our goal is to create a VIP experience so that during the first year a new member will:

- understand the business value of membership
- have a sense of “belonging” to a professional community of peers
- feel connected to other members through productive professional relationships
- achieve tangible personal growth and/or business results

How: The attached First Year Member Communication Strategy was developed to provide Networks with a systematic way to reach out to new members during the first year. As you can see from the timeline, touches are included throughout the year through one-on-one meetings, videos, PowerPoint Presentations, New Member Orientations, and a follow up plan with meaningful communication about the member's business and leadership goals as well as opportunities for engagement.

The tools and templates in the New Member Onboarding Toolkit (<https://www.wcr.org/network-tools/network-glossary/>) were created so that the leadership team would not have to recreate a plan. Please feel free to personalize them as needed.

First Year Member Communication Strategy

Contact Timing (From Start of Membership)	National Communication	Local Network Communication (Suggested Minimum Contact)			
Month 1	<ul style="list-style-type: none"> ● Welcome email from National President includes: Message that membership in Women’s council is a “business/investment opportunity” <table border="1" data-bbox="373 475 1224 748"> <tr> <td data-bbox="373 475 1224 570">○ Link to welcome video on how to get the most from your Women’s Council Membership</td> </tr> <tr> <td data-bbox="373 570 1224 664">○ Instructions on completing your Membership profile on Radius</td> </tr> <tr> <td data-bbox="373 664 1224 748">○ Contact information for Network Leadership and link to the National Website</td> </tr> </table>	○ Link to welcome video on how to get the most from your Women’s Council Membership	○ Instructions on completing your Membership profile on Radius	○ Contact information for Network Leadership and link to the National Website	<ul style="list-style-type: none"> ● President and/or Membership Director check Network Roster weekly for new members ● Tools and Templates from the “New Member Onboarding Toolkit” are used. ● President sends out Welcome Email <i>using template</i>. Requests headshot/bio ● Membership Director contacts to interview using <i>Welcome Interview Template</i> and shares new member profile with Leadership Team and Project Team Chairs to implement the “task is to ask” campaign ● Membership Director announces new member on social media using <i>social media template</i> ● Membership Director personally invites new member to next event and or New Member Orientation and makes the member feel comfortable at the event <p>Other ideas: Send a Starbuck’s card as a fun way to say, “let’s meet for coffee!” Governing Board all signs a Welcome Card to the New Member</p>
○ Link to welcome video on how to get the most from your Women’s Council Membership					
○ Instructions on completing your Membership profile on Radius					
○ Contact information for Network Leadership and link to the National Website					

Contact Timing (From Start of Membership)	National Communication	Local Network Communication (Suggested Minimum Contact)
Months 2-3 Orientation /Engagement	Council Corner Newsletter from National	<ul style="list-style-type: none"> ● Host QUARTERLY New Member Orientations using <i>Orientation Agenda</i>, <i>Orientation PowerPoint</i> and <i>Member Introduction</i> templates from Onboarding Toolkit ○ Invite New Members and prospective new members/Strategic Partners ○ Play <i>I am Women's Council</i> video ○ Pin new Members at this orientation ○ Show New Members how to fill out their Radius Profile ○ Display Project Team Signup sheets ○ Promote Pathways to Leadership pamphlet ● Continue inviting New Member to Network events make sure they are Introduced as a New Member! <p>Other Ideas: Use a phone tree to call all members to engage and boost attendance at industry and networking events. Text reminders</p>

Contact Timing (From Start of Membership)	National Communication	Local Network Communication (Suggested Minimum Contact)
Months 4-6	Council Corner Newsletter from National	<ul style="list-style-type: none"> • Membership Director follows up with New Member to verify needs are being met. Discusses project team opportunities and volunteer opportunities at local events. Share key take aways from State Conferences • Show how to enhance Radius Profile • Continue inviting New Member to all events. Point out opportunities for involvement and growth. Arrange to connect New Member to experienced members or Past Presidents • Educate on the value of the PMN Designation and State Scholarship Opportunities for additional education
Months 7-10	Council Corner Newsletter from National	<ul style="list-style-type: none"> • Membership Director/President's Designee (Past President/experienced member) calls or visits to verify if leadership or business goals are being met. <ul style="list-style-type: none"> ○ Revisit Pathways to Leadership Brochure. ○ Shares Best Practices for Referrals ○ Discuss Upcoming Renewal ○ Discuss upcoming elections ○ Discuss PMN opportunities

		<ul style="list-style-type: none"> ○ Discuss the importance of making Women’s Council part of their business plan
Months 11-12	Renewal/Retention Campaign Council Corner Newsletter from National	<ul style="list-style-type: none"> ● Renewal/Retention Campaign begins: promote the importance of renewal at all events and on social media. ● Invite new member to the Installation ● Revisit months 7-10 to ensure New Members are touched in a meaningful way ● Ask New Member what is their goal for next year in Leadership and Business? Explain how Women’s Council can help them meet those goals. <p>Other Ideas: Divide the membership roster among Governing Board and make renewal calls to all members using a renewal script. Ask for testimonials from new and experienced members and push out on Social Media</p>