

Online Membership

WSC Summer Leadership Meeting

July 13-15, 2018

Agenda

- What & Why Online Membership
- What OLM Does
- What OLM Does Not Do
- How We've Done
- What We've Heard
- What You Can Do
- What's Coming Next

What and Why

- *Web-based Program for recruiting and engaging new members*
- *Not meant to replace traditional recruiting methods*
- *OLM supplements recruiting efforts through digital experience – men not ready for council-based membership*
- *Research findings strongly indicate a need to develop new online way to recruit lifelong membership*
- *Fraternal program to streamline an alternative to acclimate men to the Order*

What OLM Does

- *A Faster Way to Join – in minutes*
- *A Digital Experience – tailored to younger men – low pressure and meets men where they are*
- *An Amplified Message – substantial marketing campaign*

What OLM Does Not Do

- *Does not change requirements for membership*
- *Does not eliminate degrees*
- *Does not eliminate councils*
- *Does not eliminate dues*
- *Does not create a new class or type of member*

How We've Done

- *Order wide*

Phase One

Started on **August 10, 2017** in three jurisdictions:

- Alberta
- Maryland
- New Mexico

Phase Two

Expanded to four additional jurisdictions on **October 16, 2017**

- Arizona
- Connecticut
- Florida
- Washington, D.C.

Phase Three

Added **40+ jurisdictions** in the first five months of 2018

Phase Four

- We are working to launch all U.S. and Canadian jurisdictions **by July 1, 2018.**

Intake

- ▣ Member Count
- ▣ Month-by-Month Breakdown
- ▣ Weekly Averages
- ▣ State Performance

Source

- ▣ 35% have been referred by **members or councils**.
- ▣ 20% have been referred by **agents**.
- ▣ 30% have come as a result of our **marketing programs**.
- ▣ 15% have come from “**other**” – cause unknown.

Age

- ▣ Average age of Online Members is **43**.

Council Interaction

- ▣ **65%** of men who joined online have **expressed interest** in joining a local council.
- ▣ **15%** have **converted** to a local council.

What We've Heard

Some Confusion

- ▣ This is a ***fraternal program***.
- ▣ Councils can and should **use Online Membership** as an intake tool.
- ▣ This program is designed to **help councils grow**, and make their lives easier.
- ▣ We like when members attend meetings and **want to join councils**.
- ▣ We want to **challenge men** to do more and be more.

Some Advice

- ▣ Communication is key.
- ▣ Training is not an option.
- ▣ You can't accomplish everything in a day.
- ▣ You've got to believe!

Some Initial Results in WSC

- ▣ 10 joined Online
- ▣ 4 assigned
- ▣ 6 unassigned
- ▣ State Online Membership Chairman Renato Sacramento
- ▣ Online Membership Coordinators – 10 (4 in Seattle/Burien/Fed Way)
- ▣ Need: Vancouver, 2; Yakima/Ellensburg, 1; Spokane, 2; Peninsula, 1
- ▣ Pilot Districts: 1, 12, 15, 26, 33
- ▣ White paper; sample bulletin/pulpit announcements; Council Handout posted on WSC website

What You Can Do

Best Practices

- ▣ Talk. Train. Engage. Answer. Lead.
 - ▣ Organizational meetings.
 - ▣ State communications platforms.
 - ▣ Business meetings.
 - ▣ ...And not just once.

Best Practices (continued)

- ▣ **We are all accountable** for men that want to join.
- ▣ Think of this as part of your overall membership plan, **not just a nice, added bonus.**
- ▣ Help **enrich** Online Members' experiences.
 - ▣ Send us your events!
 - ▣ Send us your news stories!
 - ▣ Think of how they can participate in the life of your state council.

What's Coming Next

Future Updates

- ▣ Additional opportunities to **engage** with Online Members.
- ▣ A transitional experience for **college council and military council members**.
- ▣ More **marketing and prospecting tools** for local use.
- ▣ A **quarterly newsletter** to keep you informed and to share.
- ▣ An online membership experience in **French and Spanish**.
- ▣ WSC Regional Information meetings

Questions?

After a short video

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