

# Retaining Members

While Headquarters follows up with members as they become expired, there is an opportunity for chapter leaders to participate in retaining members. A robust, diverse membership is good for chapters and our shared mission to cultivate an organization of informed, dynamic individuals whose contributions create a bright future for agriculture, the environment, and society.



Give a ring

According to Membership Marketing Benchmarking Reports, 85% of associations with successful membership retention rates find that a phone call is a very useful, personal, and necessary renewal tool for that retention. Headquarters has created a call script to follow up with individuals whose membership is approaching expiration. Personal emails and mailings are a great way to follow up with a member after a call. Headquarters has a [call script](#) and a [template](#) for an email or letter available to chapter leaders and other members assisting with membership retention efforts.



Emphasize local value

One of the most valued benefits of SWCS membership is [connection to a local SWCS chapter](#) (local benefits are at the discretion of the chapter). Utilize correspondence with your members to showcase the benefits they receive locally. Find ways to add additional value to memberships through local perks like partnering with a statewide company to offer members discounts.

SWCS's office-wide membership offers an opportunity for an entire organization or company to share the cost of an annual membership and still receive the same great benefits. This also provides an opportunity for employers to cover the cost of annual memberships as a professional development perk for their employees. Make sure your members know about these opportunities. Visit [www.swcs.org/join](http://www.swcs.org/join) to learn more.

## Pitch the office-wide membership

\$115



For a single individual

\$230



Not-for-profits that serve a geographic area smaller than a state

\$500



Qualifying not-for-profit organizations that serve a state or larger geographic region

\$1,000



Companies and larger not-for-profits

Visit [www.swcs.org/join](http://www.swcs.org/join) to find complete information on membership. Other tools for chapter leaders can be found at [www.swcs.org/chaptertools](http://www.swcs.org/chaptertools).

Contact [memberservices@swcs.org](mailto:memberservices@swcs.org) with any of your membership needs.