

Retaining Members: A Key to Non-Profit Success

As someone who is passionate about saving non-profits, I know how crucial it is to keep members engaged and committed to your organization. It is not just about numbers; it is about building a community that shares your mission and values. Many nonprofits go through great pains to bring in new members only to see 75% of them go by the wayside within the first year.

So, what makes members stick around? Here are a few strategies that have worked:

1. Make the members feel valued: Recognize their contributions, no matter how small. A simple thank-you note or shout-out can go a long way in making them feel appreciated.
2. Keep the members informed: Regular updates on your organization's progress, successes, and challenges will keep them invested in your mission.
3. Involve the members in the process: Give them opportunities to contribute their skills, expertise, and ideas. This will make them feel like they are part of something bigger than themselves.
4. Create a sense of community: Host events, webinars, or even volunteer opportunities that bring members together. This helps build relationships and a sense of belonging.
5. Show the members the impact: Share stories, statistics, and testimonials that demonstrate the difference their support is making. This will help them see the value in their membership.
6. Put in place a Mentor Program: this may be a statewide plan or outline, or as simple as a big brother/big sister program. This will provide an easier path into the group, and into leadership roles.

By implementing these strategies, you will not only keep members but also create a loyal community that will advocate for your non-profit.