



present

Keeping Members in Tough Economic Times

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Content Leader:

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Keeping Members in Tough Economic Times

- 1) Where does an _____ hide?
- 2) If you make any _____, be sure you do it the right way.
- 3) More than ever before, our members expect some _____ from their professional organization. _____ by _____.
- 4) Here's your chance to create those _____ you always wanted to have.
- 5) Identify specific ways continued membership will give members a _____ at this time.
- 6) Focus some of your _____ on the situation.
- 7) Improving member _____ is always a top priority for membership organizations. In tough times, they may not want to talk to you but they *may* want to talk to _____.
- 8) Start thinking **now** about what you're going to do about _____.
- 9) Believe it or not, this might be a good time to "sell" some _____.
- 10) If you are going to keep members _____, you have to keep them _____.



Ideas to Fight the Recession Retention Battle

1. Ideas to show members you understand what's going on

2. Ideas to save members money – or jobs!

3. Ideas to get members to participate in Conferences/meetings

4. Ideas to get members to participate in *anything*

5. Ideas to enhance the renewal process

Mark Levin, CAE, CSP has over 30 years of experience in association and not-for-profit organizational management. This includes service as a local chapter director, National Membership and Chapter Relations Director for a major construction trade association, membership and new unit development executive for the Boy Scouts of America, and Chief Executive Officer for three organizations (one national and two international).

In his role as a speaker and consultant, Mark's clients include such groups as the American Medical Association, Rotary International, the U.S. Chamber of Commerce, the National Education Association, the American Dental Association, and hundreds of state, local, national and international organizations.

His first book, *"Membership Development: 101 Ways to Get and Keep Your Members"* is in its tenth printing, while his second book, *"The Gift of Leadership"*, has been designated as required reading for selected leadership classes at Penn State University. His third book *"Millennium Membership"* was on the best seller list for ASAE for more than four years and his third book, *"Retention Wars: The New Rules of Engagement"* has been a hit worldwide.

Mark is the only practicing association executive to have earned both the CAE (Certified Association Executive) and CSP (Certified Speaking Professional) designations.

A graduate of the University of Maryland, Mark served on the faculty of the U.S. Association's Institute for Organization Management for 15 years, and currently is Executive Vice President of the Chain Link Fence Manufacturers Institute.

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