

Recruitment, retention and renewals: Can Direct Debit Help?



MemberWise



Getting to Grips with 'Paperless' Direct Debits Conference
A MemberWise Network Event – www.MemberWise.org.uk
Delivered by Sarah Paveley

remember[™]
Everything About Membership

Changing world of Membership

Recruitment

Retention

Operational

Breakout session

Summary



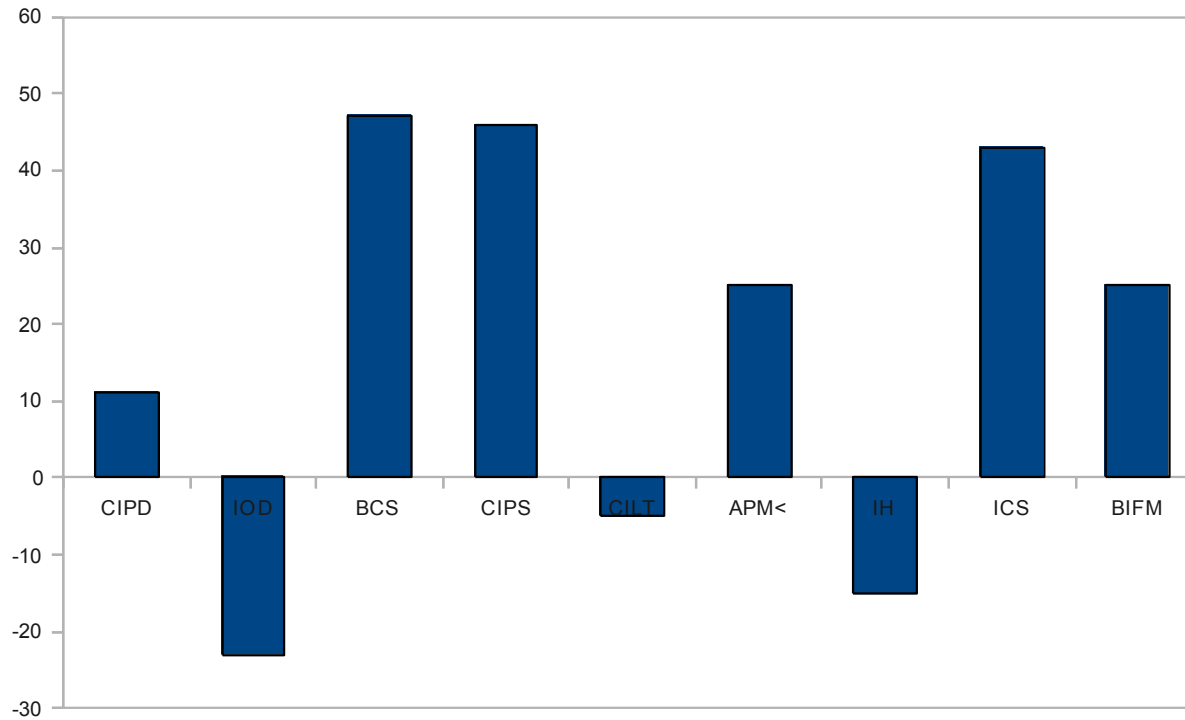
- **Recession – mixed bag**

- Public Sector and cuts

- Scottish Enterprise (SE) £869,062 on joining organisations since 2007
- Scottish Natural Heritage (SNH), £10,500 Plain English Campaign
- Grampian Fire and Rescue £4,500 Stonewall
- SEPA £646 chief executive Campbell Gemmell at "29" – a private members' club in Glasgow!

Sunday Herald (Scotland) 10/10/10

Membership Growth 2005 – 2010 (ReMember benchmarking Report 2005 updated)



Sue Froggatt Survey 2009

- Most organisations expecting membership to increase over next 12 months – counter cyclical
- Those predicting growth **have clear action plans in place and focus**
- Average retention is 89% and average number of years in membership is 9 years



Membership is varied and changing

- Specific local cause or national membership in the millions
- High levels of tangible personal benefit or those where “belonging” or “contribution” is important
- Involvement varies from active volunteers to voting members to passive financial supporters
- Reducing or shrinking resources of funding
- Changing Government policies and regulatory priorities
- Shifting social attitudes
- New technologies



- Decline in traditional organisations such as unions and political parties
- Civil society is a more mixed picture
- Rapid turnover - churn
- What does membership mean?
- Aging society
- Pension pots
- Younger people – seek a different style – fluid, looser



Optimism

- Interest in citizenship
- Big society
- Research - personal and social wellbeing
- Volunteering levels since 2001 and increase in enquiries



The external environment

Critical task to try to understand and be ready for the future

Drivers

- NCVO identified 6 drivers (major forces or trends)
- Positive and negative
- **May** shape the future
- There are others!



Changing Sources of Identity

- Easier access to new technologies and globalisation
- Identities more likely to change overtime
- Less likely to define by traditional, narrow identities such as social class and political ideology
- Mobility and technology
- Long term member?
- **Paperless direct debit helps “anchor” your members**



Changing attitudes to money and consumerism

- Recession and rhetoric changing peoples attitudes to what they value and spend money on
- “Experience” economy has grown along with appetite for small luxuries
- Some evidence that whilst people are able to give less money they are willing to give more time

Paperless direct debit allows members to contribute more



Increasing availability of free information

- Internet – gives individuals free access to info and data, searchable according to their own needs and interests
- Print journalism – felt the pinch first
- “Premium” services- save members time etc
- Connecting – networks, forums
- Social and altruistic value of membership

Paperless direct debit means easier ways to pay for added value membership products

The rise of the social web

- Technology allows people to connect and communicate more easily
- Support a cause, organise collective action without need for an organisational structure

Its fluid – “come and go” is a threat. Long-term belonging is an opportunity.



Changing expectations of participation

- New tools adopted – consultation, online voting, new meeting styles, democratic governance
- Passive consumption now challenged by “co-production”
- Single issue groups and “communities of interest”

Respond by understanding lifestyle, life-stage and provide tailored ways to engage

The commodification of membership

- Danger in treating membership as a product not value based contribution by the member
- Marketing emphasises tangible benefits rather than belonging, involvement and contribution
- Harder to distinguish between charitable and commercial offers! Loyalty cards benefiting charities
- Having “many” members influences policy makers but increasingly may look for “active” members

Highlight members’ contribution



remember

Everything About Membership



MemberWise

Its not a reason for joining or renewing but the use of paperless DD will

Enhance your strategic focus by providing cash and time!

Enhance the member experience by providing easy, hassle free payments



A paperless renewal and recruitment process will....

- Enhance cash flow – reliable, predictable, timely
- Varying payment methods (time and value) give members choice
- Reduce money collection overhead “credit control”
- Use less staff time on basic admin
- Use less cash to produce and send out paper
- Allow investment in other areas
- Provide a future proof method – cheques abolished 2018



Everyone is doing it?

- 144m new Direct debits lodged annually in UK
- Average adult has more than 6 DD's
- 2/3 household commitments are made via DD
- 75% of membership organisation fees are paid by DD



- Understand your members - demographics
- Communicate well
- Don't forget members because they keep paying!
- Understand your current process/ what works/doesn't work
- Have a clear implementation plan – look at the indirect consequences





BRITISH FENCING

The BFA card fiasco. Letter from completion organiser

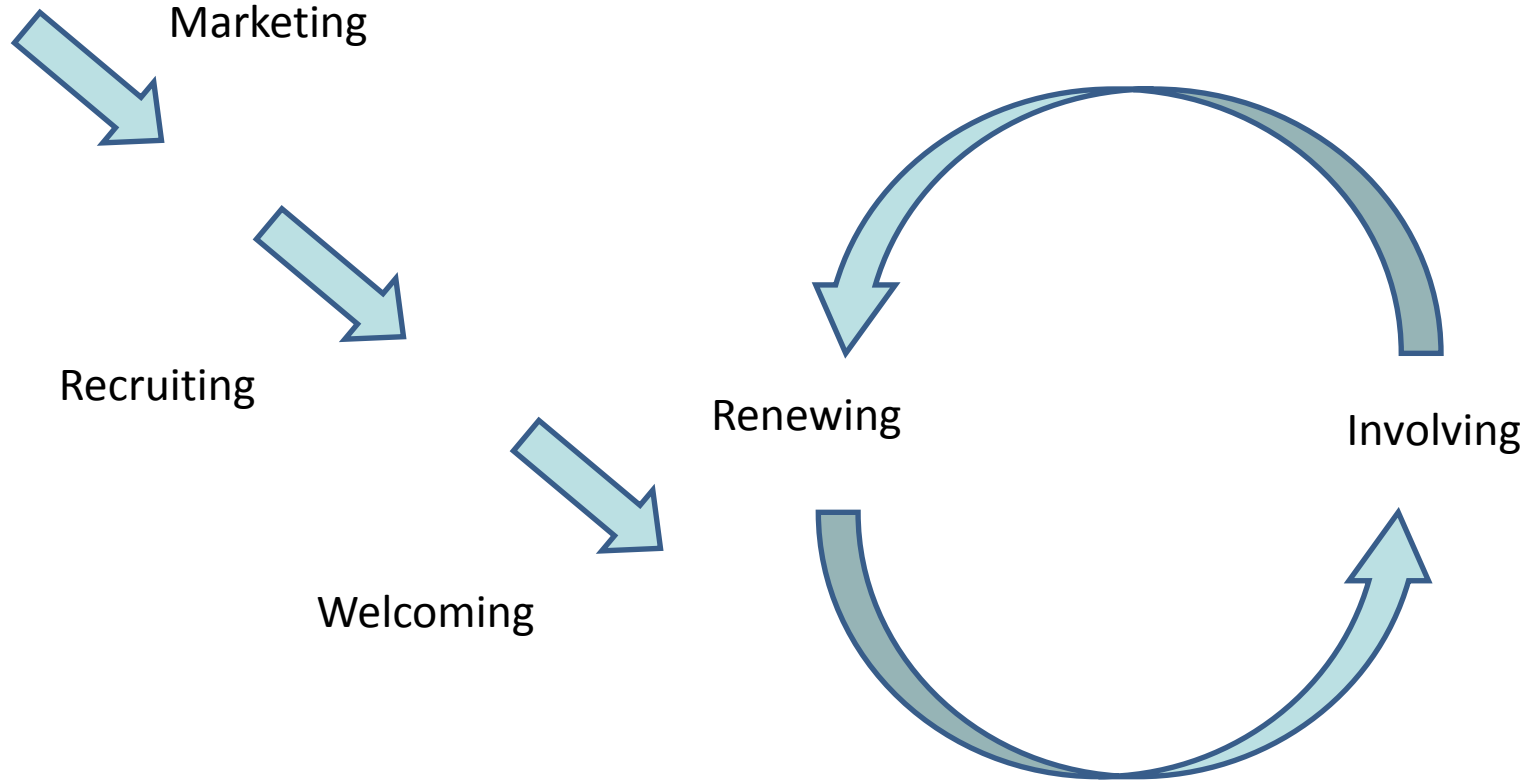
Looking at the BFA website you would think that there is no turmoil in relation to this substantial change of practice with no prominent guidance for parents, fencers or organisers on what is the new or transition position or obligations. The Membership FAQ is silent on this, remarkable.....

I fully understand the motivation to do with saving money and streamlining entry but the complete lack of any support/guidelines on the website is outrageous. It is as though there is not even an issue to address.....

Whereas pre-validating membership may be a streamlining choice that an organiser might be advised to use, having our undemocratic monopolistic QUANGO(?) make it obligatory without discussion, consent or publicly available transitional advice is appalling.

Whatever the rights and wrongs of the above I feel seriously pissed off by the administrators of my Fencing Tax.





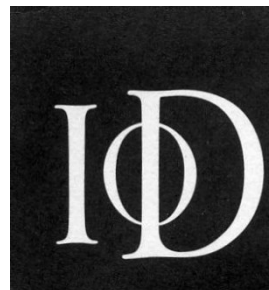
- PDD can eliminate paperwork completely
- Reduce delays – no concern about postal time
- Better accuracy
- Less drop off during process
- Sign up members more quickly
- Better service
- Greener





- Easy instalment payments – over come objections on expense



- Simultaneous with application online/phone



- Members expect easy, convenient, safe ways to pay
- Cheaper than cheques, safer than cash
- Convenient – saves time
- Safe guarded by DD guarantee
- More simple – guidance given



Location: Home > Club Support > **Direct Debit Scheme**

- Home
- About BSAC
- Membership
- Learn to Dive
- Divers
- Snorkellers
- Instructors
- Club Support
 - Club formation
 - Club administration
 - Promoting your club
 - Try Dives and Pool Safety
 - BSAC Policies & guidelines
 - Volunteer expenses
 - Regional Support
 - Scuba4You
 - Direct Debit Scheme**
 - Clubmark
 - ScubaText
 - Dive Definitions
 - Coaching Support
- Dive Trips - Travel
- Qualification Cards
- Shop

Direct Debit - the easy way to pay

The BSAC Direct Debit scheme has proved to be a huge success, with thousands of members choosing to pay their annual BSAC membership the DD way.

BSAC now offers two Direct Debit methods of paying, so it's never been easier for both clubs and members to take advantage of the scheme:


- 1. Individual BSAC membership**

Whether you belong to a club or BSAC Direct, you can choose to pay your annual BSAC subscription via Direct Debit. Sign up to Direct Debit and you will receive either a £5 voucher or a water book as a welcome gift. If you want to pay by Direct Debit ask your Membership Secretary or [click here](#) to download the Direct Debit Mandate form.
- 2. Direct Debit branch levy**

Clubs can now also offer their members the opportunity to pay their club fees as well as BSAC subscription via Direct Debit. Clubs can choose whether to allow their members to pay the combined fees annually or to pay their club fees over 10 months via Direct Debit.

As a completely voluntary scheme, paying via the branch levy DD scheme offers a convenient way to pay - it's easier for members, is less work for Membership Secretaries and provides an uninterrupted, hassle-free way to pay their fees.

If your club would like to know more about the branch levy Direct Debit scheme and how it can benefit your club and members please contact Sandra Crowley at sandrac@bsac.com



- Modern, up to date
- Fewer returns as bank reports failed set-up
- No hand-writing issues



- Just discount
- Discount initial period
- A free gift
- Prize draw





SPECIAL DIRECT DEBIT OFFER

[home](#) > [how you can help](#) > [join butterfly conservation](#) > special direct debit offer

Become a member today and make a difference

JOIN BUTTERFLY CONSERVATION

Join now

Special direct debit offer

Membership prices and categories

Gift membership

Corporate membership

Frequently asked questions

Prize draw

Help us get nature back in balance

THREE MONTHS FREE MEMBERSHIP

Butterfly Conservation is delighted to offer new members 15 months' membership subscription for the price of 12 - that's three months free when you [join online](#) by direct debit today (annually or monthly).

This is a fantastic opportunity to belong to the only UK charity saving butterflies, moths and their habitats and receive some excellent benefits including:

- ✿ A new member pack
- ✿ A personalised membership card
- ✿ Butterfly, our exclusive magazine three times a year
- ✿ Garden butterfly identification guide
- ✿ A British butterflies wallchart



To become a member, simply click on the [JOIN](#) button below, choose the Online (direct debit) method and follow the on-screen instructions.

If you encounter any problems or have any questions about this offer then please contact us.

Join Now



- Payment is automatic – easy to continue
- Need to actively “opt out”
- Redirect resources from credit control to re-engaging
- Significant improvements in cashflow and predictability
- Use your website – click thru's

- 100% sign up compared with hard copy DD
- Automatic payments save time and money – Bacs say £10 per member pa
- Reduces admin tasks – paperless vs hard copy
- Reduces postage
- Reduces seasonal staff issues if large annual renewal



- Consider date of your renewal?
- Consider incentives but ensure you understand the costs involved if everyone pays by DD
- Don't disenfranchise those who don't like DD, or are not computer literate, or international members with no UK bank account
- Communication is key
- Ensure you take your members with you!
- Developing a comprehensive implementation plan



Planning

What actions can you take over the next month on:

- Recruitment
- Retention
- Operational costs



1. Benchmark your service
2. Understand your demographic
3. Understand the Costs
4. Don't throw the baby out with the bathwater
5. Comprehensive implementation plan and budget
6. Use incentives
7. Maximise your competitive advantage
8. Be transparent – show the benefits
9. Communicate, Communicate, communicate
10. Monitor results - ROI



Specialists in supporting and developing membership organisations

We give practical advice to organisations, helping them to build and retain membership and to develop new commercial opportunities. We provide innovative, original solutions that enable members to gain added value from their membership.

Sarah Paveley



Joanna Young



Membership Health Check



How healthy is your membership?

Strategy

Process

Efficiency and cost

Results

Members

Answers to a series of questions are analysed and a summary report and recommendations delivered

Includes mystery shopper – being a member for a year

- An impressive tool kit and action plan addressed solely to your business
- An impartial account of a member's experience and impressions
- An objective assessment of benefits and communications
- Real-time input if things go awry
- Un-biased highlighting of excellence and good practice



MemberWise

A free-to-access Good Practice Network Offering:

- **Good Practice Advice Sheets**
- **Online Professional Networking**
- **Events**
- **Dedicated Website**
- **Supplier Offers & Discounts**

700+ membership orgs/associations belong to this growing network. Find out more...

www.MemberWise.org.uk

For further information:

Sarah Paveley

ReMember, Director

www.re-member.org.uk

Richard Gott, Founder

The MemberWise Network:

www.MemberWise.org.uk