





- 1. Welcome
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- 3. Event-Driven Acquisition
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- 5. Membership Conversion
- 6. Trial or Introductory Memberships
- 7. Wrap Up





#### WRITE YOUR ANSWER

As an employee of your organization, what do you believe is the #1 reason people join your association?



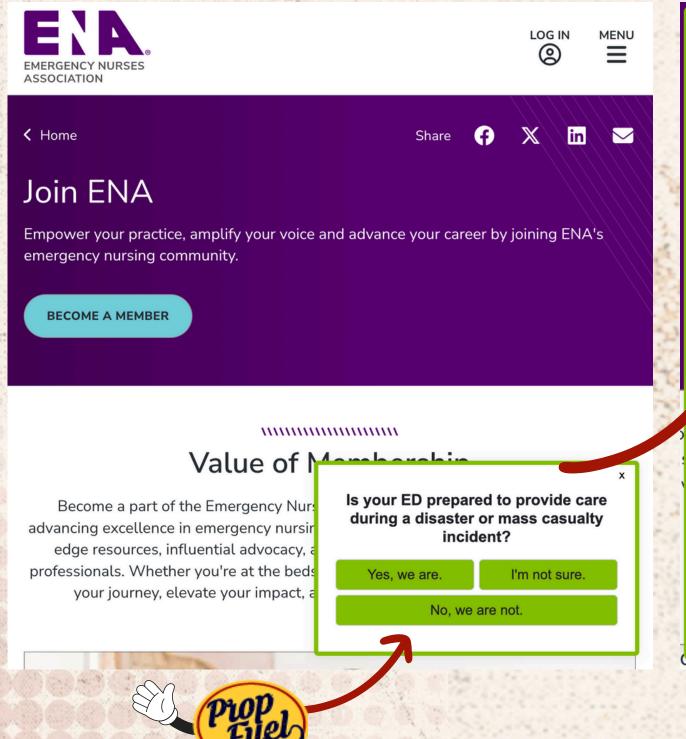
#### WRITE YOUR ANSWER

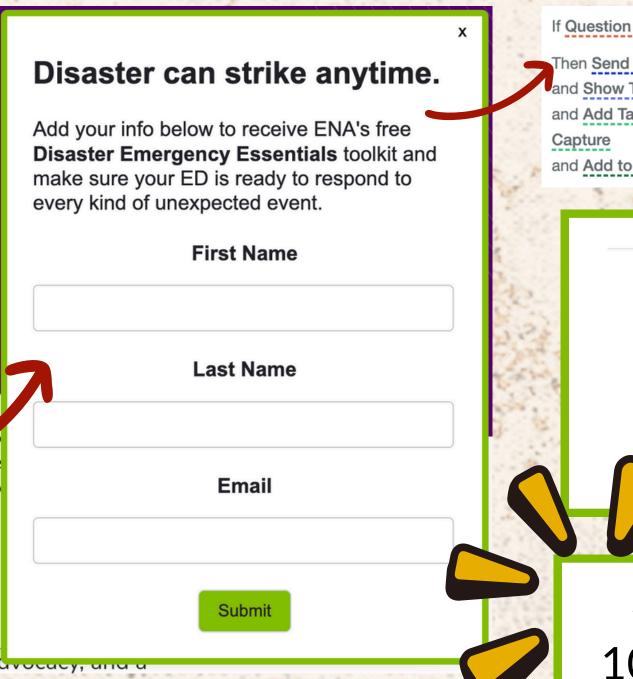
Now - what do you think is the #1 reason members themselves say they join?



Are those two answers the same?
Or do you think there's a gap
between what we assume and what
members actually value?

# Prospect to Member Conversions Website Engagement to Email Nurture





If Question Answered Then **Send Email** and Show Text on Landing Page and Add Tag(s) to Contact - Disaster Emergency Essentials Contact and Add to a Campaign - 2025 Member Recruitment [2] 10,415 4% **Engagement Rate** Answers 40 new members 10% conversion rate





What's one thing you wish your prospects understood before joining?

### Association of the United States Army



#### **Event-Driven Acquisition**

Thank you for attending the AUSA Annual Meeting! We hope it was impactful and deepened your understanding of the AUSA mission.

Your registration includes a complimentary Basic membership, and we're pleased to offer you special pricing for a membership upgrade as a thank-you:

Upgrading provides benefits like scholarships, a print copy of ARMY Magazine, event discounts, educational materials, and free legal services—all while supporting Soldiers and their Families.

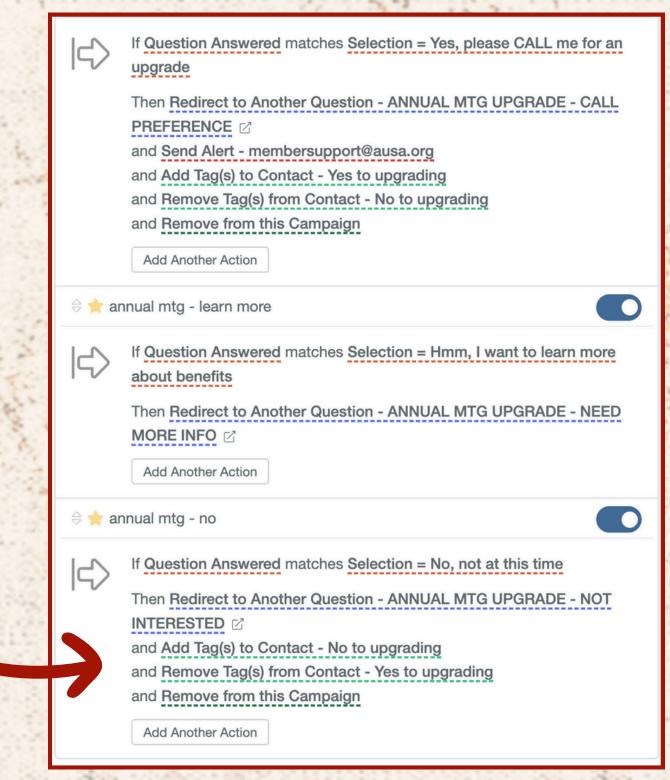
#### Would you like to upgrade?

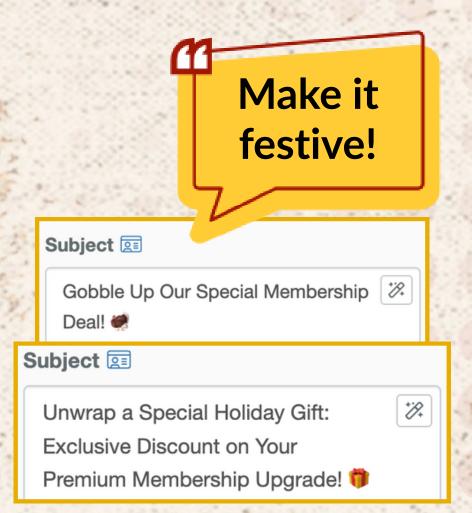
Yes, please EMAIL me for an upgrade

Yes, please CALL me for an upgrade

Hmm, I want to learn more about benefits

No, not at this time







## How do you keep non-members engaged after the event?

#### NATA



#### Student or Emerging Professional Recruitment

#### Audience: Academics



Hi Megan,

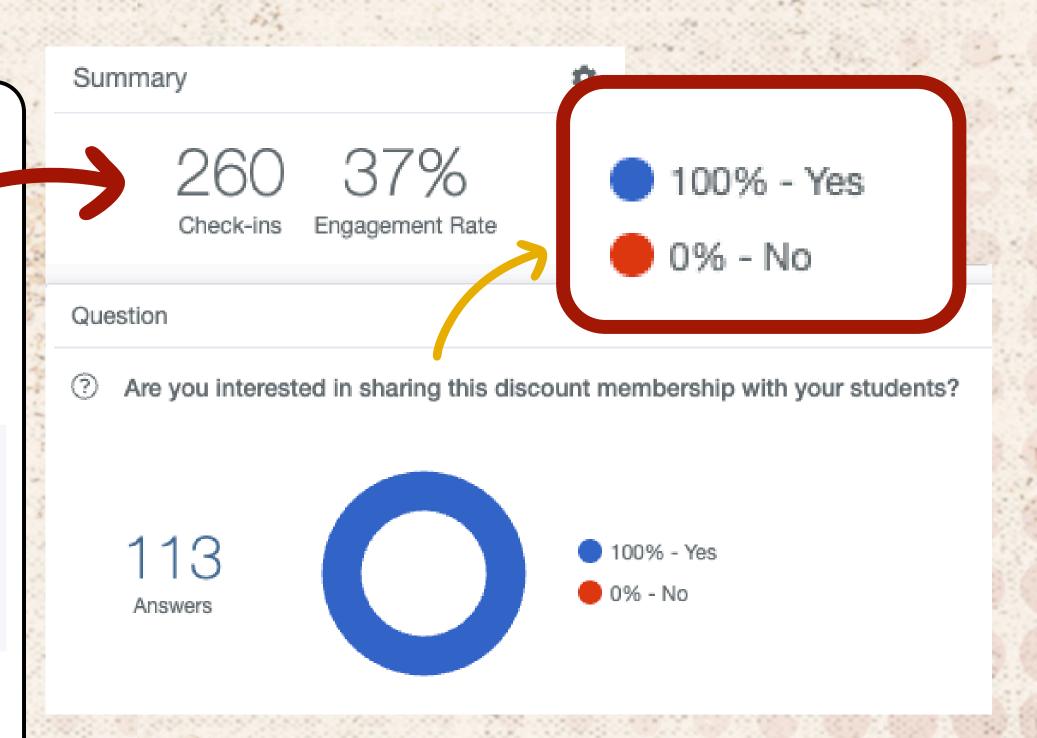
Just a quick note to say that we are offering your new MAT students a discount this year. Starting July 1, students who sign up for a 2026 NATA membership with will receive the remainder of 2025 completely FREE! That's six months free!

Are you interested in sharing this discount membership with your students?

Yes

No

By the way, we have had some questions in lieu of the new NBATA scholarship offered by the NATA Research & Education Foundation in June. Not to worry, there is a new application window that will open in November for





What's a barrier keeping students or early professionals from joining your organization?



## Membership Conversion Student to Professional Acquisition

Hello First Name,

It looks like your GI fellowship training graduation is around the corner! We'd just like to confirm that's still the case so we can support you with the next chapter of your membership with the American Gastroenterological Association.

The GI fellowship training graduation date we have for you is Graduation Date - Trainees

Is your GI fellowship training graduation date still correct?

Yes

No, but I'll graduate this year.

No, I'll graduate later.



×

Text 🖭

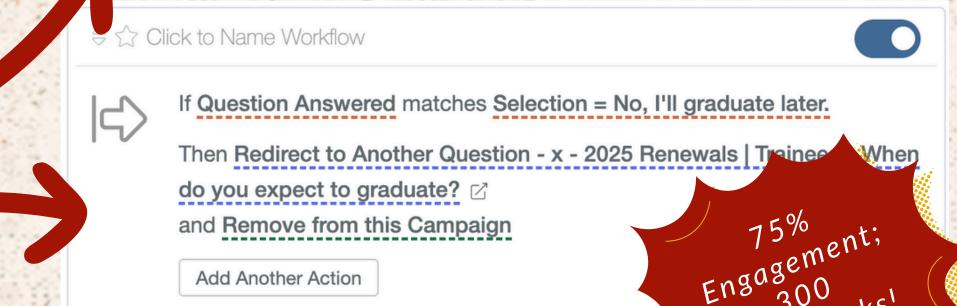


#### Congratulations on your fellowship training graduation!

And great news: you now qualify for **Physician membership!** You'll keep all trainee benefits *and* unlock even more resources to connect with peers, grow your skills, and advance your career — all for **just \$145 a year!** 

Upgrade Your Membership Now

We look forward to your continued engagement with us!





How do you support students as they transition into their careers?

#### Professionals in Human Resources Association

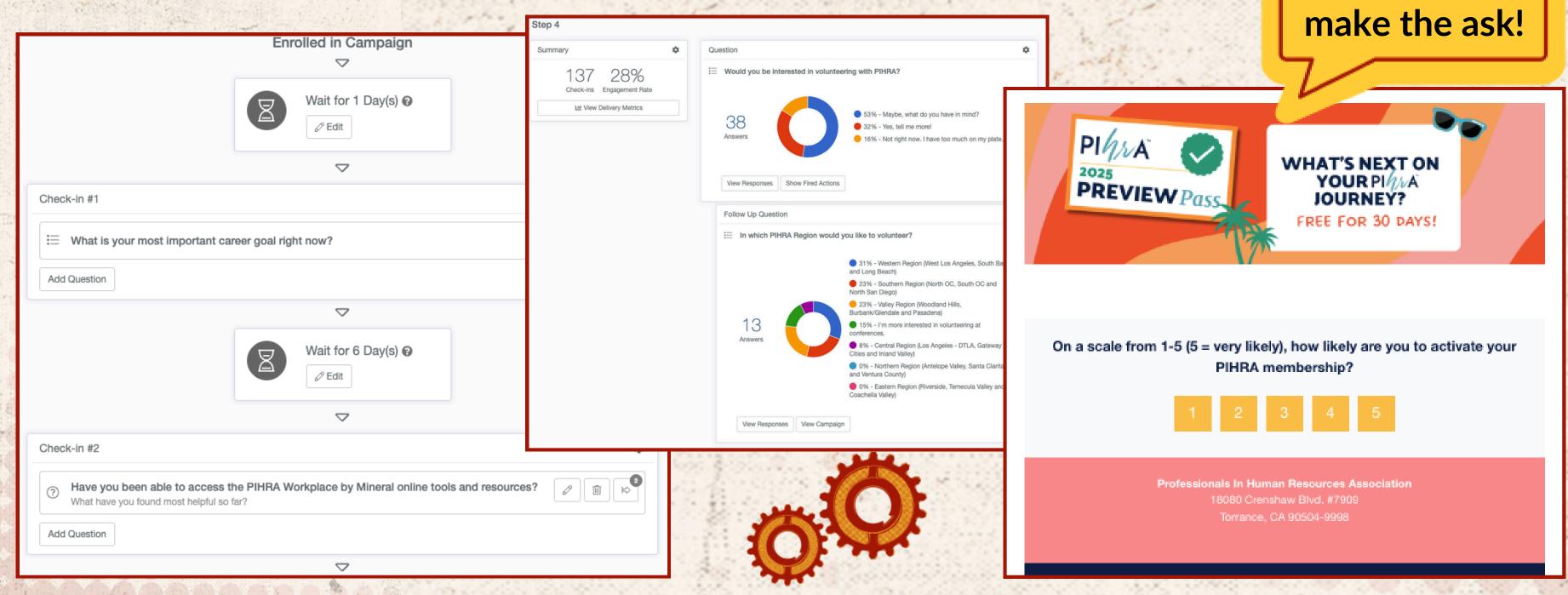


Learn more

and then

#### Trial/Introductory Membership

"Onboarding" & Conversion





If you only had one opportunity to show a prospective member your value, what would you make sure they saw/did?



Hi Brett.

Now's the perfect time to give your career a little extra muscle. Join TXCPA and bone up on your professional skills with resources, connections and insights that keep you ahead of the curve - all at a scary good 40% off.

But don't wait too long — this offer vanishes at midnight on October 30, before the ghouls, ghosts and deadlines of Halloween take over.

Would you like to become a TXCPA member and enjoy 40% off your dues?

Yes!

Possibly. Tell me more.

No. thanks.

P.S. This offer disappears after October 30 — no tricks, just a treat for your career.

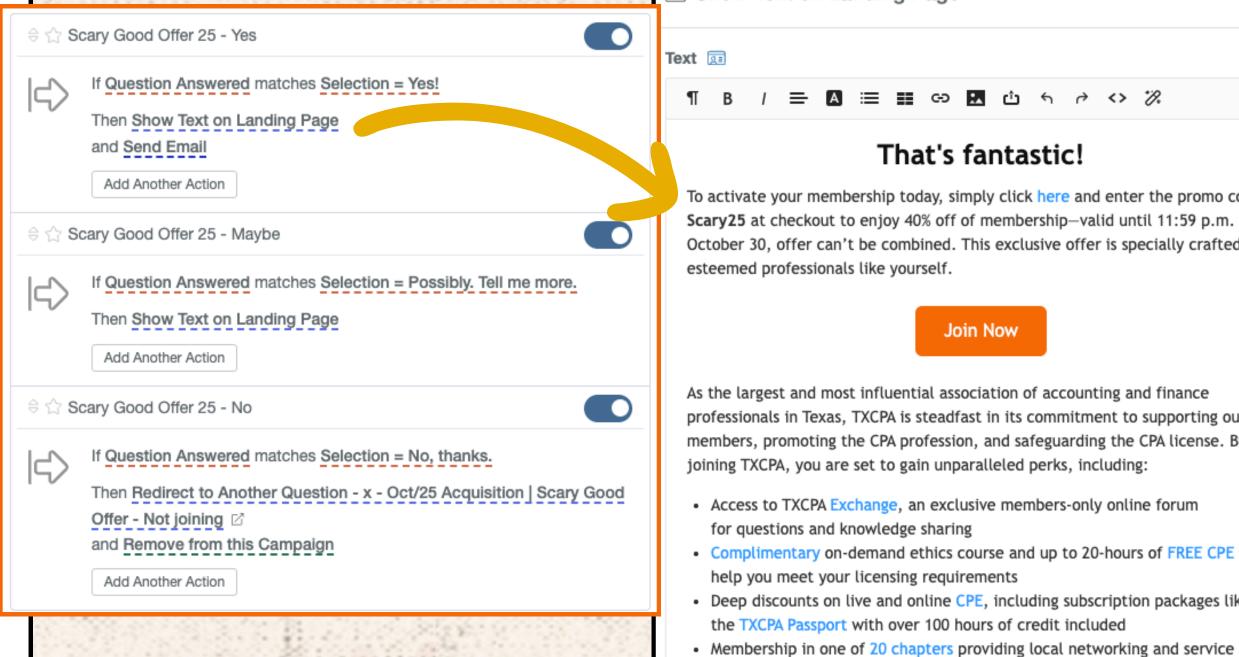


Manager, Membership Operations and Acquisition 972-687-8560 | 800-428-0272 x8560

#### TXCPA



#### Limited-Time Offering



Show Text on Landing Page Text g That's fantastic! To activate your membership today, simply click here and enter the promo code Scary25 at checkout to enjoy 40% off of membership—valid until 11:59 p.m. CT October 30, offer can't be combined. This exclusive offer is specially crafted for esteemed professionals like yourself. Join Now As the largest and most influential association of accounting and finance professionals in Texas, TXCPA is steadfast in its commitment to supporting our members, promoting the CPA profession, and safeguarding the CPA license. By joining TXCPA, you are set to gain unparalleled perks, including: Access to TXCPA Exchange, an exclusive members-only online forum for questions and knowledge sharing Complimentary on-demand ethics course and up to 20-hours of FREE CPE to help you meet your licensing requirements Deep discounts on live and online CPE, including subscription packages like the TXCPA Passport with over 100 hours of credit included

opportunities And much more.

#### Product updates!

Prop Fuel

- Drag and drop
  - Reorder multiple choice questions
- Blackout dates for emails
  - Account- & campaign-level settings
  - Date, Date Range, Day(s) of the Week
    - Get those sequence campaigns ready for the holidays

