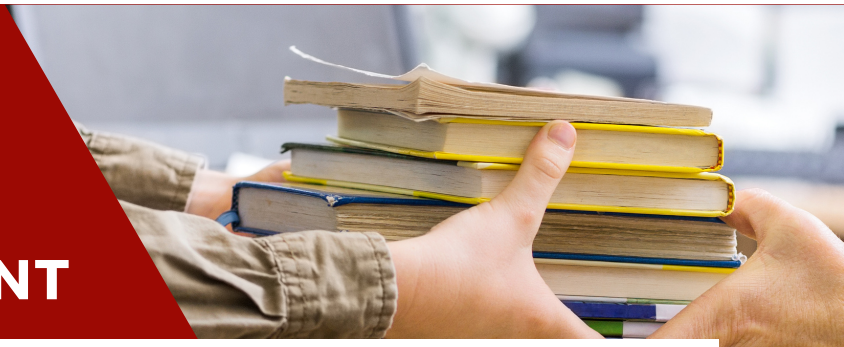


ASK, CAPTURE & ACT TO ENGAGE NEW MEMBERS AND WIN BACK LAPSED MEMBERS

A CASE STUDY

Prop Fuel + SLA Connecting Information Professionals



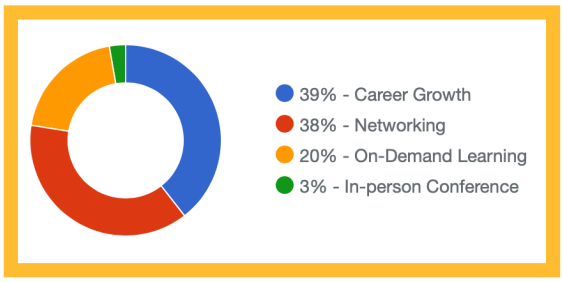
ASK - CAPTURE - ACT

NEW & LAPSED MEMBER ENGAGEMENT

Engaging New Members

PropFuel client, **Special Libraries Association (SLA)**, is an organization serving information professionals. In 2020, they wanted to find a way to engage new members in a different way – one that would immediately capture the voice of the member.

Utilizing **PropFuel's Ask-Capture-Act process**, SLA sent an email to nearly 700 new members asking the question, **"What's the one thing you are most interested in from your SLA membership?"**



This single question garnered a 31% response rate, directing respondents to a landing page with more information on the benefit they selected as most important. They also received an email with similar member benefit details. In addition to engaging members based on their real time interest, the outreach provided SLA with important insights on what members value.

Four weeks later, SLA emailed new members with a similar question, **"What resource do you find most valuable in your SLA membership?"** This time, any response triggered a follow up email with detail on the four core SLA membership benefits, educating members on the resources available to them.

These touchpoints during the important first month of a member's experience enabled SLA to actively engage 284 members with information relevant to what they indicated as valuable.

Re-engaging Lapsed Members

In early 2020, SLA analyzed their members and identified nearly 4,500 lapsed members. In a traditional approach, the organization might have decided to send a "Rejoin now!" email, dumping a list of membership benefits into their inbox before the membership grace period lapsed.

Instead, SLA used the PropFuel platform to build a multi-question drip campaign to re-engage them. The initial question asked, **"Did you know your membership lapsed?"** Twenty-two percent of respondents indicated they were not even aware of their lapsed status.

Lapsed Member Renewal Feedback

"Due to COVID-19, we are working remotely. I may have missed the electronic reminder to renew."

"I thought I had renewed but possibly something got lost in Coronavirus madness. Would it be possible to resend an invoice?"

"Send me a paper renewal."

Ask-Capture-Act Process



ASK

Are you aware of your member status? What's important to you?

CAPTURE

Nonmember insights into what is of value. Status of possible renewals.

ACT

To remove the friction and frustration of belonging and experiencing organizational value.

We would love to get to know more about your organization and how PropFuel's contextual engagement platform can help you create super-members. **Book a Demo**