

Five steps for eMembership Success

“Getting Ready”

- 1) Convince your organization that email addresses are as valuable as postal addresses**
 - ✓ Collect email addresses from every channel
 - ✓ Collect email addresses for non-members, too
 - ✓ Use promotions for email collection
 - ✓ Don't neglect the maintenance of email addresses
 - ✓ Develop a bulk e-mail capability that handles HTML and text email messages
- 2) Create and publish your Privacy Policy**
 - ✓ The majority of Web site visitors read privacy notices
 - ✓ Up to 30% will base their participation on your policies
 - ✓ Don't let the lawyers write your Privacy Policy – make it reader friendly
- 3) Prepare your Web site to process membership transactions**
 - ✓ Provide customers and members with a secure Web site that accepts new and renewing memberships
 - ✓ Provide members with an immediate email confirmation that their membership transaction is being processed
 - ✓ Suggest members use their email confirmation as a temporary membership card
 - ✓ Implement special membership offers from every channel on your Web site
 - ✓ Streamline the experience for member convenience
- 4) Accurately track the promotions that stimulate Web transactions**
 - ✓ Provide Web codes for special offers from every channel and track responses
 - ✓ Ask customers and members how they found your site
- 5) Place a heavy emphasis on creative ways to integrate the Web, email, postal mail and other channels**
 - ✓ Include a membership URL in all print media
 - ✓ Place membership URL's throughout all bulk email
 - ✓ Reinforce postal mail messages with email messages
 - ✓ Offer Web specials in conjunction with offers from other channels
 - ✓ Promote “for fastest service, use our Web site”