

MEMBER RETENTION CAMPAIGN

2018 Winner: American Physical Therapy Association (APTA)

Entry Title: On Time Renewal to #APTA100K

Project Overview/Elevator Pitch:

APTA is an individual membership organization representing physical therapists, physical therapist assistants, and students. Over the past 4 years, APTA's membership growth has averaged 3% and at the end of 2016, APTA membership stood at 95,798. In order to reach and maintain 100,000 members through 2017, APTA needed to increase its growth to at least 5%—a growth rate not seen in over 2 decades. To achieve this milestone, APTA focused on member retention, and more specifically, boosting on-time renewals. This initiative required a multiprong approach that included streamlining the join/renewal process, adding additional engagement touch points, and creating opportunities for staff and volunteers to support the campaign we called #APTA100K. As a result of these initiatives, APTA surpassed its goal, ending 2017 with 101,611 members and year-over-year growth topping 6%, an accomplishment not seen since 1994.

Project Goals/Objectives:

Our goal was to energize staff, volunteer leaders, and member champions by building momentum around #APTA100K. Reaching 100,000 members was about more than just attaining a tangible figure. A larger member community contributes to increased involvement and a stronger voice in advocacy efforts, more diverse perspectives to inform decisions, and growing opportunities for sharing knowledge to transform practice, the profession, and society.

APTA staff divided into 17 groups led by a vice president or executive vice president. Each group identified a method to support the #APTA100K campaign between April 1, 2017 and May 31, 2017. APTA offered 3 incentives for those joining or renewing in that time frame to encourage participation. Staff and volunteers were encouraged to promote these offers and the #APTA100K landing page [www.apta.org/100K] as part of their individual efforts to increase membership.

Incentives/Offer:

- Free NEXT Conference and Exhibition 2017 registration (up to \$570 value)
- Free National Student Conclave 2017 registration (up to \$255 value)
- Chance to win 1 of 100 gift cards worth \$100 each

Simultaneously, staff worked to simplify the join and renew process. Actions included rolling out invigorated renewal touchpoints to increase member awareness of their approaching renewal date. Now, thanks to a streamlined online join/renew form, it's easier than ever for new or rejoining members to belong.

Strategy/Tactics:

Staff activities were selected based on potential to reach members in a personal format, either one-on-one or group face-to-face. APTA staff did the following as part of #APTA100K:

- Hosted a webinar highlighting the value of PTA membership.
- Visited local clinics to encourage membership.
- Contacted lapsed members via phone, personalized notes, and email to encourage rejoining.
- Hosted a PT Pub Night event in Alexandria, Virginia, to engage students and clinicians and encourage membership.
- Launched a “gift of membership” opportunity targeting students and new graduates.
- Presented at local physical therapy programs to encourage membership pre-graduation and post-graduation.
- Reached out to lapsed members in the Boston area to encourage renewal using NEXT 2017 (scheduled in Boston) as an incentive.

APTA also rolled out invigorated touchpoints to increase member awareness of their approaching renewal date:

- New renewal alert via email: Members in their renewal grace period received expanded member touchpoints encouraging renewal.
- New online renewal prompts: Members logged into APTA’s website now receive pop-up prompts to encourage on-time renewals and win back lapsed members. Select audience sees 1 of 6 unique audience prompts based on paid-through date or member type that dynamically appear (and disappear) at log in on APTA.org.
- Streamlined membership application: The online membership application was updated with mobile-friendly responsive design and streamlined data collection, with the goal of reducing shopping cart abandonment. Renewing and reinstating members now have the option to proceed directly to checkout if their most recent chapter, section, and voluntary donations are unchanged for current renewal period.
- New automated reminder calls: Recently lapsed members in the grace period for renewal now receive automated calls.

A single renewal yields nearly 2-3 times return based on monthly investment. Monthly conversion stats generally ranged between 17% and 23%.

Success Metrics:

Fueled by current and invigorated renewal touchpoints, in addition to staff and component 100K efforts and incentives, APTA not only surpassed the 100,000-active member mark, but also saw a significant uptick in on-time renewals across all membership types in 2017, combined with 6% year-over-year growth, an achievement not seen since 1994. A simplified online renew and join process also aided in higher online renewal conversion, retention, and growth.

Membership stood at 101,611 at 2017 year-end (up 6% over 2016), including:

- PT Full and PTA Full (up 1.5% over 2016)
- First-year PT and PTA graduates (up 16% over 2016)
- Second-year PT and PTA graduates (up 22% over 2016)
- Third-year PT and PTA graduates (up 15% over 2016)
- Fourth-year PT and PTA graduates (up 25% over 2016)

On time renewals at 2017 year-end are up 3% over 2016 (66% vs 63%), including:

- PT Full and PTA Full (70% vs 68%)
- First-year PT and PTA graduates (37% vs 35%)
- Second-year PT and PTA graduates (75% vs 67%)
- Third-year PT and PTA graduates (80% vs 73%)
- Fourth-year PT and PTA graduates (76% vs 72%)

Dues payment count by source:

- Roughly three-fourths of members joined/renewed online in 2017
- Online transactions stood at 77% (up 5% over 2016)
- Mail transactions stood at 23% (down 5% over 2016)

Learn More:

[APTA Gold Circle Project Overview Final 2-6-18](#)

Association Website:

www.apta.org