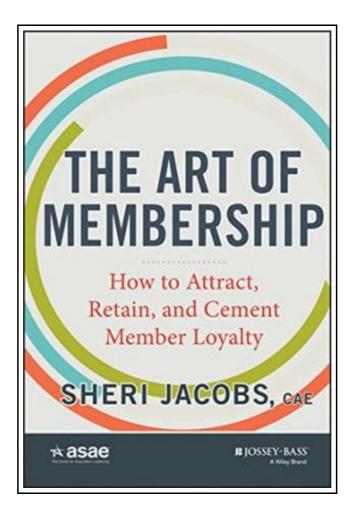
# The Art of Membership: How to Attract, Retain and Cement Member Loyalty



Filesize: 9.53 MB

## Reviews

This publication is wonderful. Better then never, though i am quite late in start reading this one. I am very happy to tell you that here is the best book we have read through inside my personal daily life and could be he finest pdf for actually. (Ms. Sydnee Lesch)

#### THE ART OF MEMBERSHIP: HOW TO ATTRACT, RETAIN AND CEMENT MEMBER LOYALTY



John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, The Art of Membership: How to Attract, Retain and Cement Member Loyalty, Sheri Jacobs, Member engagement, recruitment, and retention are fundamental activities that all membership organizations must master to ensure the growth and viability of their organizations over the long term. The Art of Membership by Sheri Jacobs, CAE, provides associations and membership organizations with the practical tools they need to build a loyal and diverse membership base over the long term. Readers will be able to put the tools to work immediately regardless organization size, budget, culture, type, or environment. The recommendations are concrete, irrefutable and backed by data derived from ASAE research, the author's own more than 40 Market Research Studies conducted with her team encompassing members and nonmembers from organizations of all types and sizes and her more than 15 years of experience developing and executing membership recruitment and retention plans for more than 100 associations. The book contains ample cases and examples from associations, nonprofits and for-profits (pricing strategies, value propositions, and marketing tactics) in addition to chapter-by-chapter "how-to" guides with checklists and worksheets that break down the concepts from goal to strategy to tactics culminating in an actionable "to-do" list.

Read The Art of Membership: How to Attract, Retain and Cement Member Loyalty Online

**Download PDF The Art of Membership: How to Attract, Retain and Cement Member** Loyalty

### **Other Books**



History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback) Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This version of the History of the Town of Sutton Massachusetts...

Read Document »



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download...

**Read Document »** 



Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters! (Paperback) ZONDERVAN, United States, 2014. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book. Rachel Macy Stafford s post The Day I Stopped Saying Hurry Up was a true phenomenon on...

**Read Document** »

$\rightarrow$	

It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

**Read Document »** 



#### Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Read Document »