



# Communicating with your Organisation's Members



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- Ben Johnson, AZ

#shipyard

14 2 Add a topic

Thursday, February 28th

Search

Justin 5:52 PM

What Oh not much really. Just a lil' attribution

Why Show in cold hard numbers how much money Proof is earning our customers

Who Notification customers. All of 'em.

Proof image at 2019-02-26, 7:52 PM



BPS captures on bonuses  
+ 8635  
+ 76 bonuses

Proof is pocketing this particular customer about \$400/month after expenses even given that negative campaign.

Cody Stanfield 5:58 PM

So for a bit more information, we had ^ working early this morning, but it wasn't performant enough. So in one day, we ripped it out of apt-campaigns and rewrote it in the standalone so we could do the calculation without holding up API calls. It is now just as performant as the original call to get all campaigns

CH 5:59 PM

amazed

Posted using (Sams) GIF by Sacramento Kings (2 MB)



AZ 5:59 PM

WOW! Amazing y'all. That is DELIGHTFUL!

Dave Roggenmoser 5:59 PM

WOW LETS FUGGIN GO!

That looks really amazing guys

+ Message #shipyard

MacBook Pro

# Communicating with your organisation's members

Regular communication with your members is important to keep them updated, engaged and help to remind them of the value of being a member. Two-way communication is also important to understand the needs of your members and to ensure they feel part of the community.

## The value of member communication

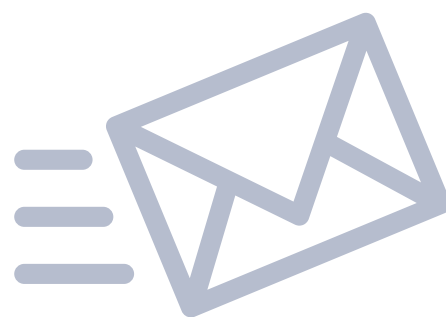
### Emails

Well-timed emails with sharable and newsworthy content are one of the most effective ways to reach your members and build your organisation's reputation.

An attractive email starts with a good subject line and will encourage people to read it.

Some ways of doing this are:

- Ask a question, for example  
*'Have you seen the latest report on xx?'*
- Personalise your subject line.  
Some email tools allow you to put your member's name directly into the subject line
- Create curiosity, for example  
*'Latest data signals improvements for axSpA patients'*



You can use email marketing tools, such as MailChimp or Canva to make the job easier. These types of software applications can give a more professional look to your emails. Review a number of products, as some will provide better value for money, offer discounts to non-profit organisations, or have a free basic plan.

## Newsletters

Consider sending out a **regular** newsletter to your members; this could be as little as twice a year.

Is your newsletter just for members, or is it relevant to others – maybe potential members; family members; donors; researchers; clinicians; local pharmaceutical representatives or other interested parties? If so, include a ‘sign up here’ section for your newsletter on your website to reach new audiences.

Consider providing newsletters in a digital format, including links to articles on your website to drive traffic to your site.

Newsletters can:

- showcase the work of your organisation
- share patient stories
- highlight developments in axSpA care or research
- tell members about events
- share information from other relevant organisations and on other topics of interest
- thank donors.



## Social media



Setting up a private Facebook group or chat group, such as WhatsApp, for members can be a fantastic way for you to be involved in the conversation together. It will provide a community support space for members and give your organisation insights into what matters most to members.

**We have created a separate, detailed guide called *How to make the best use of social media*, which can be found on our [resources webpage](#).**

## Website

Try to keep your website updated with news from your organisation and stories of interest. This allows members to keep up to date with the work of the organisation and demonstrates to prospective members the value of joining.

**We have created a separate, detailed guide called *Creating and managing a website*, which can be found on our resources webpage.**



## Webinars

Webinars are a great way to demonstrate the value of membership. They can also give members the opportunity to ask questions. There is a range of software available, such as Microsoft Teams and Zoom.



Webinars could cover a range of topics, such as:

- Plans for a particular event or campaign
- Speakers, such as healthcare professionals, talking about new developments in axSpA
- Sharing the output of an event or research, for example sharing the national IMAS results with members.

## Meetings for support, education or group activities

Providing the opportunity for members to meet is important. Meetings can be virtual, in-person or hybrid. They can give you the opportunity to find out more about what your members would like to see the organisation do and for people to ask questions about upcoming projects or campaigns.

If possible, build in some time for members to network or socialise with each other during the meeting, as many members find connecting with others to be invaluable.

If your meeting is hybrid, it is worth investing the time, and possibly money, to ensure that the people online can hear and participate effectively. Problems with connections and audio can put people off joining remotely in the future.











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