

# Foster member appreciation at your association by engaging in your online community



## Do you know the top reasons members join an organization?

Community Brands reports that among members' top ten reasons are networking, socializing, representing interests, and industry news and information. Your online community platform has the power to become your members' most valuable benefit. And your association can learn to leverage your virtual community to show how much you appreciate your members!

Members who view their organization as early adopters of technology are more satisfied, more connected, more likely to renew, and more likely to promote their organization. Show your members you care by adopting a trailblazing online community platform.

Here are seven strategies to help you celebrate your members while engaging in your online community:

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### Thank your members

Take the time to thank your members, showing your association's gratitude for their continued involvement in your organization. Consider creating a separate page or channel in your online community platform making space for your shout-outs and ensuring they don't get lost in the mix with other messages.

Creating a separate appreciation channel also encourages members to post thank you notes to association staff and other members. When you make an effort to thank more members in your online community, you'll build an association-wide culture of appreciation.

#### Tech tip

The Nimble AMS online member platform, [Nimble Communities](#), is highly configurable, aligning with your association's brand, and allows your staff to quickly create new pages or channels to appreciate members for their continued membership.



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### Listen to your members

Foster member appreciation by making efforts to listen to your members' thoughts. Routinely request their feedback on what your association is doing by posting pulse surveys in your online community. Specifically ask how you can improve member benefits, your online community, and take steps to make it happen. During the process, ensure you provide updates on any changes you make for members.

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### Celebrate members who go the extra mile

Members who volunteer, mentor, or advocate for your association go the extra mile. Appreciate these members by leveraging your online community platform. Ensure your virtual community technology has configurable gamification elements and badges so members can earn virtual bragging rights for participating in specific online groups or conversations. Use these elements to encourage member participation in your online community and reward involved members.

#### Tech tip

Nimble Communities makes it easy to promote community participation and reward outstanding members with gamification and badges. Association staff can configure what actions should earn badges and members can proudly display their virtual rewards on their community profile.



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### Respect your members

Show you care by investing in the relationship between your association and your members. Build trust by being transparent in how you conduct your online platform and establish clear community guidelines all members and staff can follow.

Consider elevating membership roles in your online community and empowering involved members to adopt the role of a moderator or ambassador. Encouraging members to take this next step in your virtual community shows you respect and appreciate their involvement.

#### Tech tip

The [American Ceramic Society \(ACerS\)](#) leverages Nimble Communities to boost member engagement and retention at their association. The innovative Nimble Communities online platform elevates ACerS members' virtual networking and socialization, allowing staff to strategically think about membership.



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### Recognize member successes

In your online community, draw attention to your members succeeding in your learning program, speaking at events, or participating in webinars. Ask members if you can post a picture or story about their success to personalize the experience, making it more about members and less about numbers. Highlighting members who've reached milestones in professional development is a fantastic way to show member appreciation and promote your learning program.



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### Shine a spotlight on membership

Leverage your online community platform to highlight new members, shout out member renewals, and celebrate membership anniversaries. Consider creating a separate page or channel to showcase the member journey. You can use the page to encourage existing members to post a favorite memory from their time at your association or help new members network and make contacts.

#### Tech tip

With Nimble Communities, you can drive member engagement and create a culture of appreciation by setting up automatic notifications. When members log in, they'll see a personalized digest of new posts, comments, and suggested topics to follow.



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### Give back to your members

Take your member appreciation to the next level by offering members discount codes for merchandise, learning courses, and event registration. Post the offer in your online community to generate buzz and to show members you care about their participation in association activities. The more you use your online community to give back to your members, the more likely they'll choose to engage on the platform.



### Become a member-centric association by engaging in an online community platform

Are you ready to build a culture of member appreciation at your association? Start by investing in a trailblazing online community platform. Choose the Nimble AMS online member platform, [Nimble Communities](#), to celebrate your members, drive engagement, and foster a healthy member journey.

Drive member engagement and retention with the power of award-winning association management software

[Learn more](#)

Nimble AMS offers leverage-leading technology designed to empower staff and deliver a superior member experience. Built entirely on the Salesforce platform, Nimble AMS will help you easily manage every aspect of your enterprise association. Expect continuous upgrades, AI and predictive analytics, robust reporting and dashboards, and online communities to advance your association.