



Membership Management: Case Study Part II

NEJETAA- New England JET Alumni Association
2013 JETAA USA National Conference

Presented by



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2009 - 2011

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2004 - 2005



We'll discuss

- ▶ How to meet new returnees and new members
- ▶ How we get our mailing list members active
- ▶ How we get to know our members

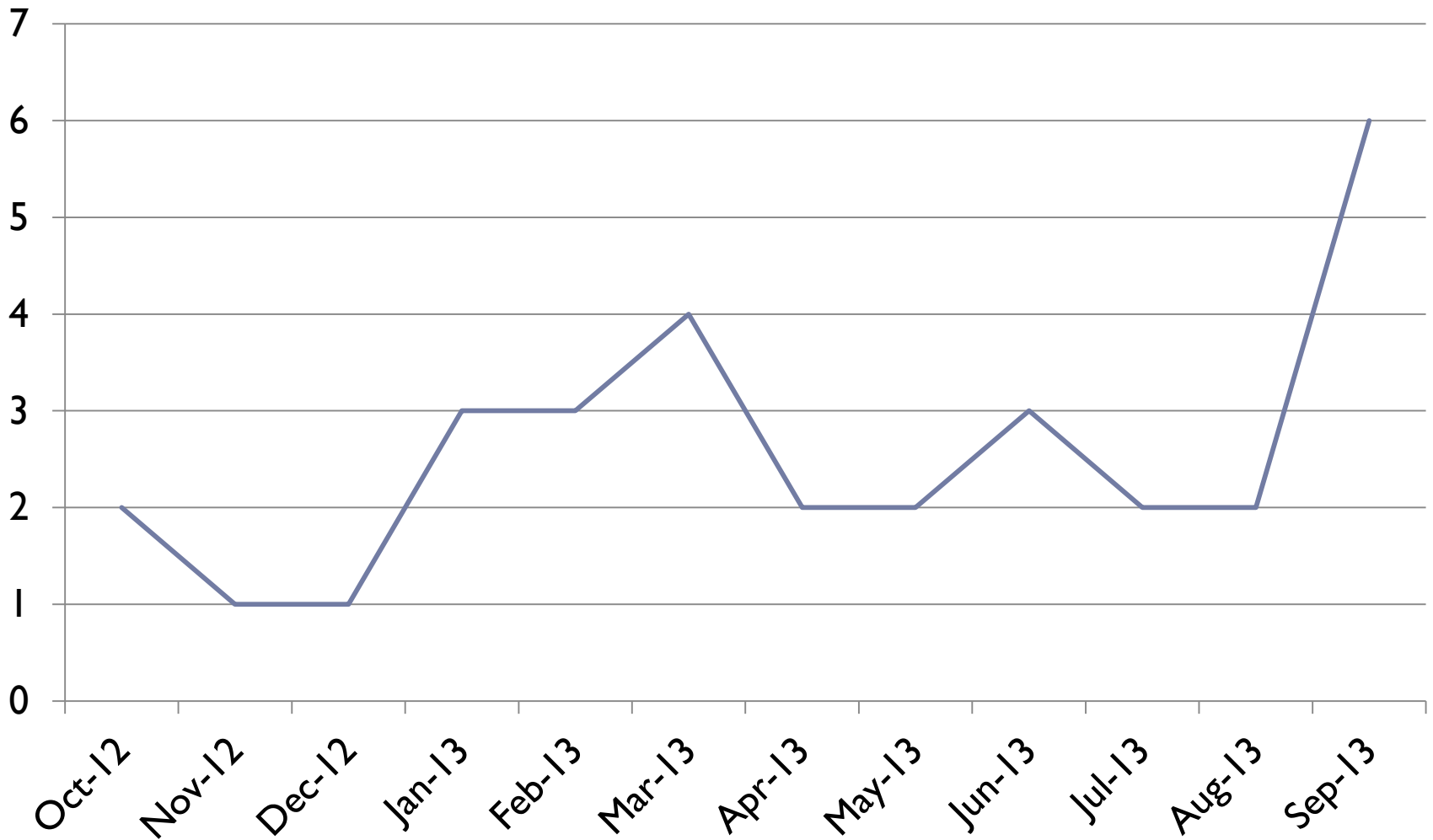


NEJETAA stats

- ▶ 220 members
- ▶ 6 officers
- ▶ Meetings, HH, other events 6-10 people
- ▶ Cookouts, potlucks 15-20 people
- ▶ Shinnenkai and Hanami 20-50 people
- ▶ We have: mailing list, website, FB page, Twitter, LinkedIn



New member signups over the last year



New returnees and new members

- ▶ Q: How do we engage members we haven't met yet when we don't know who they are?

- ▶ A: Meet them before they're alumni
 - JET Pre-departure Orientation and 'off-the-record' Happy Hour, Pre-departure Luncheon, and collecting contact info of JETs who want to stay in touch

- ▶ A: Cater fall events to new returnees
 - NEJETAA hosts a summer BBQ, Welcome Back Party, Career Networking from Aug. – Nov.

- ▶ A: Keep media outlets updated and publicize events
 - NEJETAA photographs all events for Facebook, posts jobs on website and LinkedIn groups

- ▶ A: Membership survey
 - NEJETAA sends out a survey yearly to get updated contact information and ask what events members want to do



New returnees and new members

► Pre-departure Orientation - June



New returnees and new members

► Pre-departure Luncheon - August



New returnees and new members

► Welcome Back Party - October



From mailing list reader to active member

- ▶ Q: How do we get members to come out for events? We know they're signed up, but they've never attended anything.

- ▶ A: Unique experiences and offerings
 - NEJETAA partnered with a Japanese yakitori restaurant and members learned about the different cuts of chicken, how to cut/prepare a whole chicken, how to grill, and the history of the special charcoal used
 - NEJETAA also partnered with the Boston Consulate and Massport for Photo Exhibit timed with start of JAL direct Boston-Tokyo flight

- ▶ A: Variety of events
 - NEJETAA holds Happy Hours, family BBQs, career networking, ski trips



From mailing list reader to active member

► Photo Reception - May



From mailing list reader to active member

► Yakitori- June



Getting to know members

- ▶ Q: How do you keep track of your members? What do you do with that information?
- ▶ A: Automate & integrate as much as possible
 - When members sign up, NEJETAA asks upfront for their info that we report to CLAIR for funding
 - Automated welcome messages when new members join
- ▶ A: Membership survey
 - NEJETAA conducts this yearly for updated contact info, get feedback on past events, and ideas for future events. Also offers a small incentive (gift card).
- ▶ A: Personalize
 - NEJETAA makes every effort to personally meet all new members at events
 - Notes who comes to each event



Take the tour

- ▶ Mailing list – [new sign-ups](#), we use [Mailchimp](#)
- ▶ Survey – [2013-2014](#), we use [Google Forms](#)
- ▶ Website – [nejetaa.com](#)
- ▶ Facebook – [facebook.com/nejetaa](#)
- ▶ Twitter - [@NEJETAA](#)
- ▶ LinkedIn – [NEJETAA – New England JET Alumni Association Group](#)

