

GRAPHIC MARKS

Association Membership Campaign Planner

A planning worksheet for recruitment, renewal, onboarding, and member-growth campaigns.

Built for small teams that need clear, practical marketing decisions without unnecessary complexity.

Membership growth is a journey, not one email campaign. Use this planner to connect audience segmentation, membership value, landing pages, outreach, onboarding, and measurement.

Campaign Snapshot

Campaign goal: _____

Priority member segment: _____

Campaign dates: _____

Membership offer / reason to act now: _____

Primary conversion action: _____

Campaign owner: _____

Membership Value Proposition

What specific outcome does this audience get from membership?

Which benefit is most valuable to this segment?

What objection or hesitation is most likely?

What proof can we use: member story, data, outcome, access, or savings?

Why should someone join or renew now?

Campaign Build Checklist

- [] **Landing page** - Clear audience, benefits, dues, FAQs, and one primary CTA.
- [] **Email sequence** - Launch, value, proof, objection handling, deadline, and follow-up.
- [] **Social + LinkedIn** - Member voices, benefit callouts, proof, and deadline reminders.
- [] **Staff / volunteer outreach** - Share-ready messages for personal recruitment.
- [] **Event follow-up** - Convert webinar, conference, or program interest into membership.
- [] **Lapsed member path** - Use a specific reactivation message rather than the new-member pitch.
- [] **Tracking** - Measure joins, renewals, source, conversion rate, and first-90-day engagement.

First 90 Days After Joining

Timing	Member Experience	Owner
Immediately	Welcome, receipt, login/access, and one next action	_____
Week 1	Introduce relevant resources, community, or chapter	_____
Days 15-30	Invite to a useful event, group, or volunteer opportunity	_____
Days 45-60	Recommend content or benefits based on interests	_____
Days 75-90	Check engagement and reinforce value before renewal becomes distant	_____

Campaign Results

New members / renewals:

Landing-page conversion:

Email-to-join conversion:

Source of new members:

Cost per acquisition (if paid):

First-90-day engagement:

First-year retention: _____

Next Steps

Use this page after the campaign planning session to assign the first actions and owners.

1. Action: _____

Owner: _____ Due date: _____

2. Action: _____

Owner: _____ Due date: _____

3. Action: _____

Owner: _____ Due date: _____

Want to strengthen the full member journey?

Graphic Marks helps associations connect membership campaigns, websites, email, events, sponsorship, content, and creative into one coordinated system.

Plan a Membership Campaign -> graphicmarks.com/contact/