

At the core of any organization is its members. While membership growth depends on many factors, including those outside the association's direct control (economy, state of the industry, governmental regulation), an effectively administered membership program can keep an association on the path to quality growth.

Bobrow Associates, Inc. takes appropriate steps to maximize both membership growth potential and membership retention. Working closely with volunteer leaders and committees, we promptly respond to requests for membership information, develop prospective member lists, and create and implement membership recruitment and retention campaigns.



Our [Key Services](#) include:

- Member benefits administration
- Manage membership database, preferably through AMS systems
- Process membership applications
- Membership dues, invoicing, and collection
- Develop membership recruitment packages for prospective members
- Member communication plans
- Initiate and manage membership recruitment and retention programs
- Produce membership collateral materials, including new member welcome kits
- Create and manage membership recognition programs
- Membership data analysis
- Trend analyses
- Chapter/component management and relations



[Capabilities](#)

Responsive is key to attracting and keeping members. Members, be they individual or corporate, have many alternatives in choosing which associations to join. Excellence in customer (member) service and relationship building will ensure that your association is their association of choice.

Bobrow Associates, Inc. believes that the members of the association are the heart of its being. To maintain and grow the association, concerted efforts must be made to ensure that strategies are implemented to not only retain existing members

but recruit new ones as well.

MEMBERSHIP

Bobrow & Associate's experience in membership development encompasses organizations whose membership rolls consist of individuals only, or a mix of individual and corporate/business members. While development approaches are different depending on the mix of membership, at the nucleus of any development program is the skill to assess the needs and wants of the members, and then use strategies to retain existing members while attracting new ones.



Members join organizations because doing so fulfills an inner need.

Recognition of those needs, prompt and courteous responses to individual requests and otherwise making each individual member feel they are a vital part of the association are all essential to a healthy and growing membership.

Bobrow Associates, Inc. considers the association's database to be a crucial element of the organization's institutional memory. Maintaining up-to-date and well-designed databases not only ensures timely and cost-effective delivery of materials to members but also enables the association to better understand the demographics of its membership.

Key Database Services

- Data entry
- Database management
- Database reporting
- List management
- List cleaning



Capabilities

Database management takes both time and know how to effectively mine and interpret the data. Bobrow Associates, Inc. maintains your membership and other databases so that your member data is always current and that your mailings reach their targeted audiences. This simple process not only benefits your members but also affords cost-savings to the organization because mailings are sent only to valid addresses. Your 'big data' provides valuable information to enhance your organization and affords leadership with vital statistics on which to make informed decisions for the association.