

7 Tactics to Drive Member Engagement Using Video

A Guidebook for Association Executives

Gather Voices
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But First... Why Use Video?

88%

It Delivers ROI

Of Marketing Teams that use Video, 88% say that it delivers a positive return on investment.

- [Smart Insights](#)

87%

It's What Members Want

It's engaging. 87% of people say they want to see more video content from brands next year.

- [HubSpot](#)

95%

It Makes Your Message Stick

Video is memorable. Research shows that viewers retain 95% of what they learn in video.

- [Social Media Week](#)

1. Tell Member Stories

Every member has a unique story, one that's more powerful than anything your Marketing team could make up.

These real stories from real people are so engaging because they deliver the one thing we're all really after: authentic human connection.

You should be asking your members to share their stories with your organization throughout the year to support your programs.

For example, instead of asking the Marketing Team to write copy about why your upcoming Continuing Education course is great, ask a member to share how they use what they learned on the job.

We've also seen leading organizations run Member Spotlight campaigns, where members share video stories about who they are and how membership enriches their lives.

The storytelling options are limitless. And, when you invite your members to tell their own stories, your staff can spend more time listening to and learning from the people at the heart of your association: your members.

Listen to [Chad Schneider](#), Content Manager at the [Association of Government Risk Pools](#) (AGRiP) discuss how his organization creates compelling content using authentic stories from real people:



2. Build Community

With video, you can foster an engaging community from anywhere. There's no need to wait for an in-person event to start bringing people together with a human, "face-to-face" feel.

One simple way to do this is by incorporating video messaging into the places where your members communicate, like your [Higher Logic](#) communities. Leading organizations are using the [Community Voices plug-in](#) to do just that.

And don't stop there. Use video content from your current members in your efforts to acquire new members. People will be more excited to join your community when they can see it first hand.

Video also offers a great way to help members put a face with a name at your virtual and hybrid events. Ask attendees to create a video introduction during registration.

How you develop a thriving community for your members will be unique to your association and your mission. But the fundamentals are the same: use video to help people create authentic human connections.

Listen to [Maggie Kebler-Bullock, CFRE](#) from the [American Society of Transplant Surgeons](#) (ASTS) discuss how her organization used video to bring people closer together at their virtual [President's Dinner](#).



3. Recognize Achievement

Recognition is an important way that many associations engage their members. And it can be done even better with video.

Using video allows you to recognize your members' achievements in a meaningful way throughout the entire year.

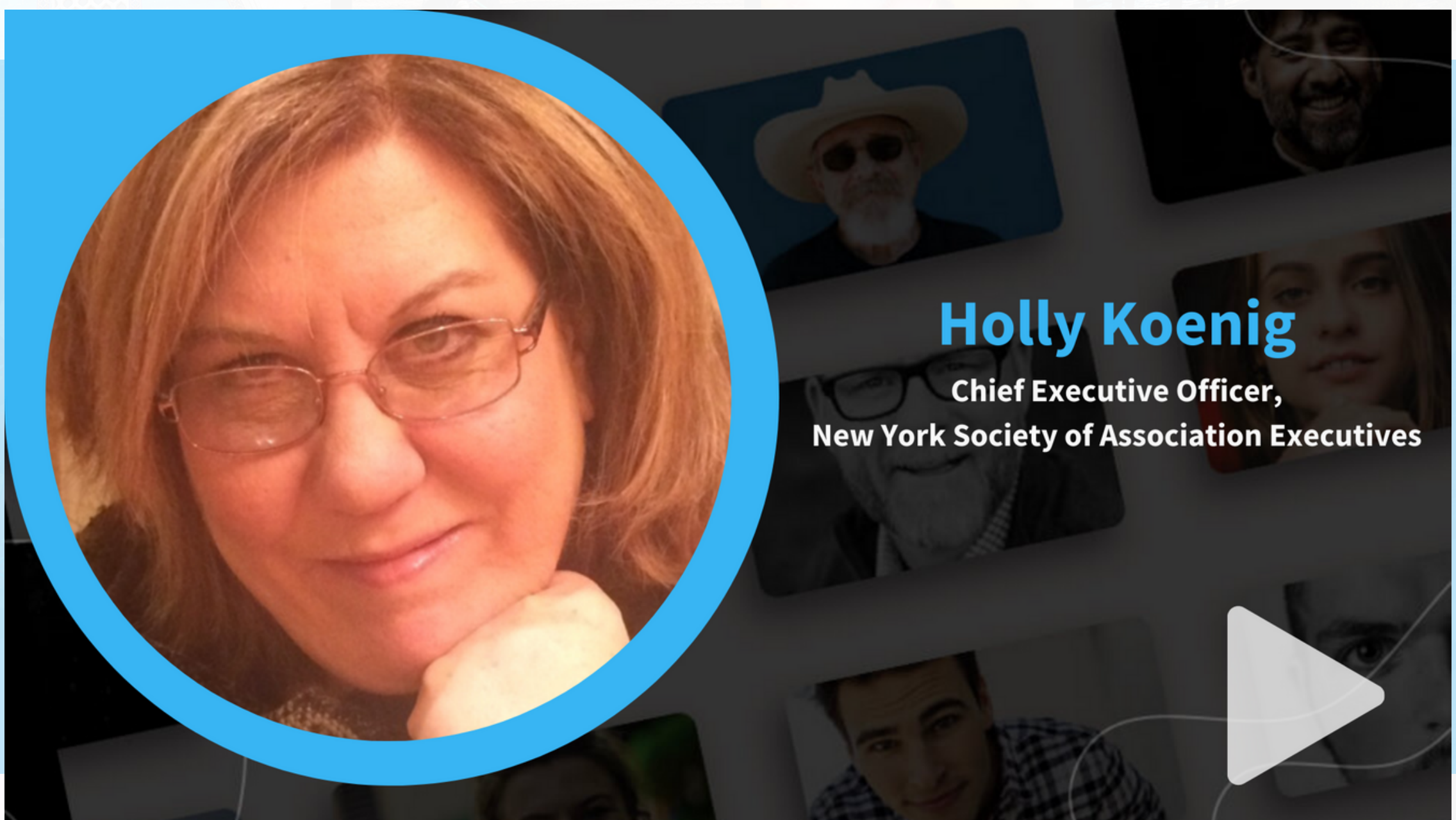
Consider creating a congratulatory video from your association's staff that you can email to members who achieve something significant in your industry.

For example, you might send a video congratulating members who earn a credential that you offer. It's more personal than a typical transactional email.

You can also use a combination of live and pre-recorded content to create impactful recognition at your events, whether they are in-person, virtual, or a hybrid.

For example, ask your members to nominate award recipients with a video and incorporate that video into the process of giving the award for an extra personal touch.

Listen to [Holly Koenig](#), Chief Executive Officer at the [New York Society of Association Executives](#) (NYSAE) discuss how her team exceeded their revenue target and engaged their audience at their virtual Synergy Awards event:



4. Celebrate Milestones

Every industry has unique milestones that are worth celebrating. And, they are more fun and engaging when you celebrate them together. With video, you can enjoy celebrations like these together even when you're apart.

For example, the [Council for Responsible Nutrition](#) (CRN) celebrated the 25th anniversary of the Dietary Supplement Health & Education Act [by asking their members to share where they were when the law was passed.](#)

Not only did CRN's members create engaging content that CRN shared across their Marketing channels, but they also engaged their members by inviting them to join in the conversation.

Your members and staff also have milestones in their personal and professional lives that are worth celebrating.

Use video to congratulate staff on their work anniversaries, [celebrate industry-specific holidays](#), or thank volunteers for their service, all in a personalized, heart-felt way.

Listen to [Kathy Meader](#), the Vice President of Member Education Services at [Retail Solutions Providers Association](#) (RSPA), share how her association is celebrating an important milestone with video:



Kathy Meader

VP Member Education Services,
Retail Solutions Providers Association

5. Share Expertise

For many associations, professional development and curating content from experts is at the heart of their value proposition.

And, in most industries, there are many different experts who can offer valuable Insights and Information to your members.

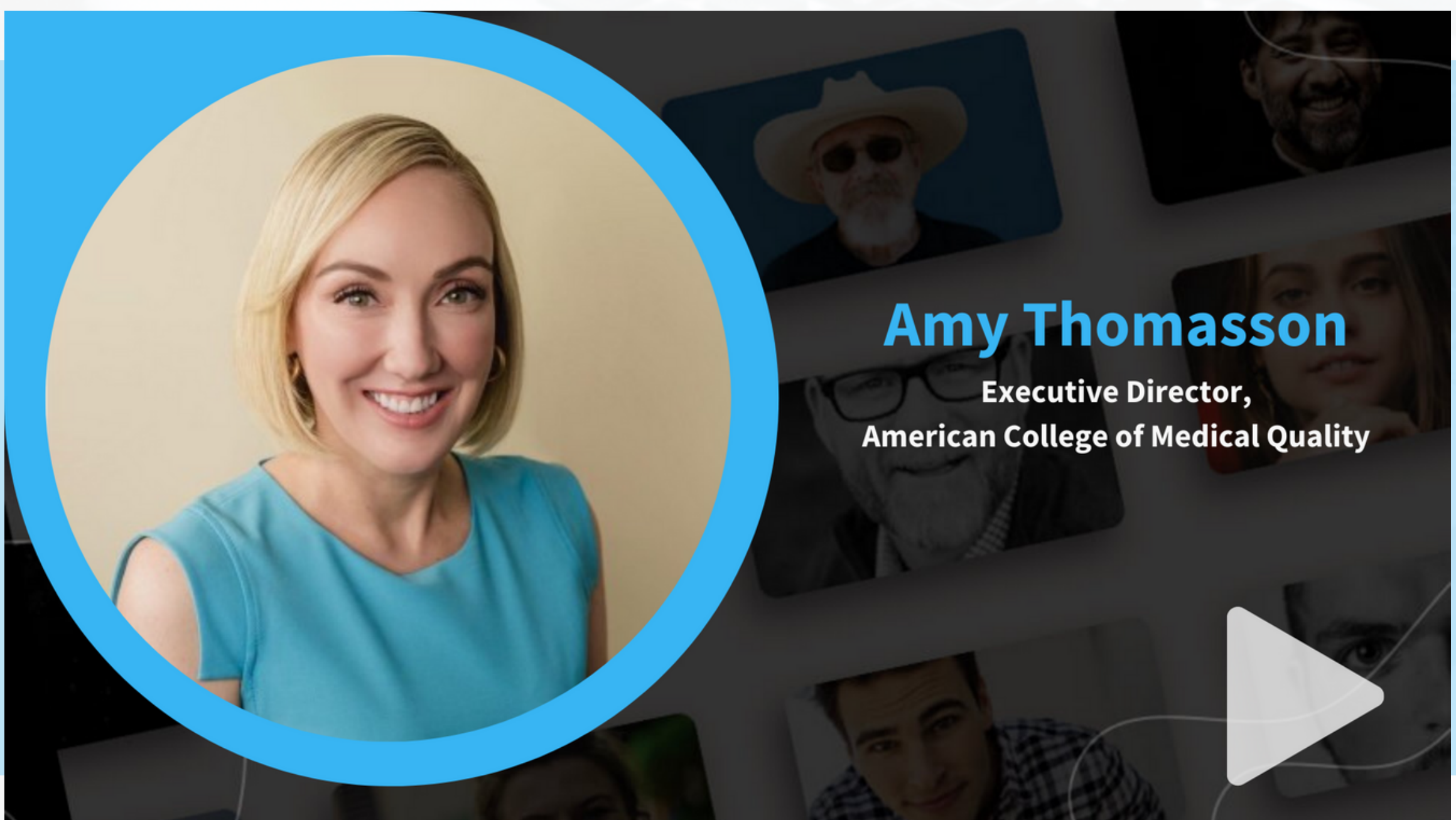
When creating thought leadership videos, your main goal should be to deliver relevant, authentic content that helps your audience increase their expertise on a particular topic.

In fact, people rated "content that helps me dig into my interests" as **two times more important** than high production quality or being on a preferred network or platform.

In many cases, the members of your association are going to be able to offer expertise and firsthand experience that your staff might have a hard time replicating.

Tap into the wealth of knowledge your members offer by asking them to share their expertise with you and help you create the content you need.

Listen to [Amy Thomasson](#), Executive Director at the [American College of Medical Quality](#) (AMCQ) and VP of Marketing and Membership at [Affinity Strategies](#) discuss a campaign she worked on in that past to deliver expertise to members:



6. Request Feedback

The best content is a two-way street, rather than a one-sided conversation. To create engaging content, make sure you're talking *with* your members, not *at* them.

Leading organizations are accomplishing this in many ways. At Gather Voices, we request questions from people who register for our webinars.

By inviting this feedback, we're able to create better webinar content by understanding what topics our audience is most interested in hearing about.

You can use this approach for your events, programs, and even website content.

You should also be asking for feedback after your events and programs. This content often ends up being **engaging testimonial content** that drives conversion.

But, even the videos you receive that aren't quite right for your Marketing channels are still valuable. Take the feedback you get to heart and use it to be even more successful in the future.

Listen to **Reggie Henry**, Chief Information and Engagement Officer at the **American Society of Association Executives** (ASAE) discuss the importance of member feedback to his team's engagement strategy:



7. Be More Human

Being more human means helping people in your community get to know one another on a deeper level. And since people want to engage with people, not brands, it's a solid way to drive engagement.

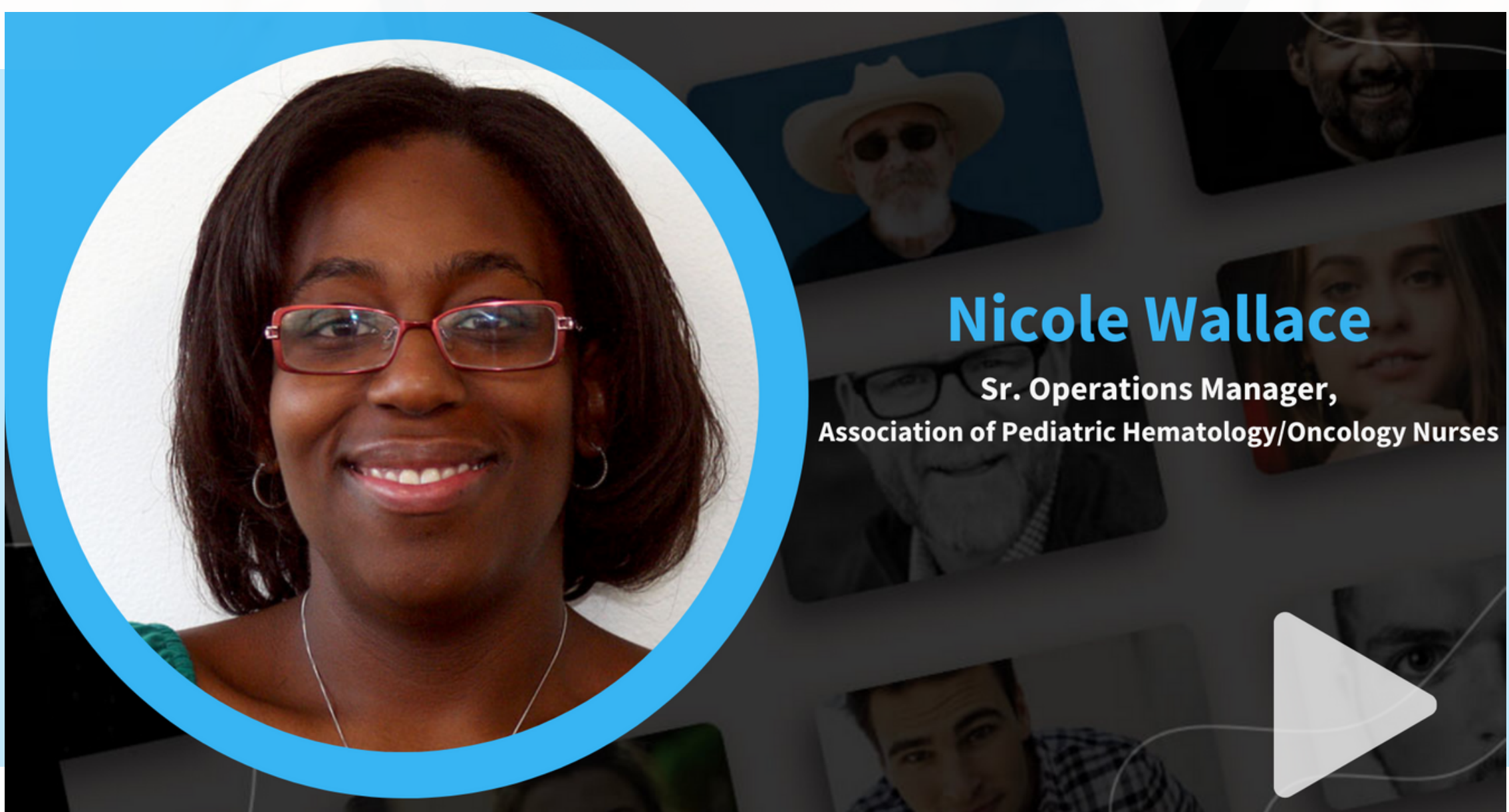
The [Nonprofit Technology Network](#) (NTEN) is great example of an organization who drove results by humanizing their content. They used videos from their Continuing Education instructors [to improve registration by nearly a third for some courses](#).

Video content is effective because it enables humanization in a way that is very difficult to achieve using written words.

But don't just invite program leaders and staff to be more human. Invite your members to, as well.

Their video content will generate insights you can use to improve how you engage with your members all year long.

Listen to [Nicole Wallace](#), Sr. Operations Manager at the [Association of Pediatric Hematology / Oncology Nurses](#) (APHON) discuss how integrating video into their [scholarship application process](#) helped the Selection Committee get to know the applicants better:



Nicole Wallace

Sr. Operations Manager,
Association of Pediatric Hematology/Oncology Nurses

About Gather Voices

Gather Voices strengthens human relationships, one video and one community at a time.

Our Video Relationship Management software solution enables associations to leverage the power of video to achieve revenue-based outcomes, like new member acquisition, membership renewal, and event attendance.

Gather Voices simplifies video content creation, making it affordable and simple. Collect video from anyone, anywhere, on any device. Manage, edit, caption and publish video with incredible speed and scale.

Co-create engaging stories by empowering your members, constituents, and staff to make compelling videos, directed by you and owned by your organization, using the powerful cameras everyone already has in their pockets.

We're Gather Voices. We make video simple.

**Request a DEMO today
to get started.**

