

# Member-Get-Member Campaign Boosts AMAQ Membership.

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When I started at AMAQ in 2013 our new members were being sourced through events and various non-member campaigns. It is quite difficult to answer specifically where they were coming from as no detailed records tracking new member sources were kept at the time.

I had used the Member get Member concept in my previous roles and it had been very successful, so I brought it into my new role.

To promote the campaign, I developed these postcards (image 1) to give out to all new members and have them at all events. They were so cheap to produce!

The campaign was very simple. We had banner advertising on our online news (image 2) and placed banner advertising on our non-member email campaigns. The message was simple, and the advertising matched this. The visual is very easy to understand with a clear task and reward so the member knows exactly what they will receive when they refer another member.

We have had the postcards on display at every event, including conferences where we exhibited. All the staff at AMA Queensland know about the member get a member campaign so they all know that when they attend the event to have the postcards on display.

It did take a while for people to respond to the offer, at least 6 months from when I started. Fast forward, and over the last 12 months 31.5% of our new members are referred.

It probably took about 3-6 months for existing members to start becoming aware of the campaign. It was advertised in every issue of Dr Q magazine and every e-news that went out. We still place the adverts on any spare space we have. We place the postcard in our renewal packs so that meant that every member was notified of this campaign. I have members who call me and say "I have spoken to this Dr and he wants to join... and if they sign up I was their referral". It is common for members to do this. They give me the contact details to contact the non-member.

The other interesting aspect to this is we have new members who have been referred to us by non-members. We then contact these non-members thanking them and ask them to re-join and they do. The number of non-member referees we receive continually surprises me. These of course are handled differently. Some don't even realise their membership has lapsed. We contact these people thanking them for the referral and we ask them to re-join. We do offer them the same discount rate i.e. 25% etc. and they do re-join. This is particularly rewarding for us.

Our senior members are certainly very active in referring members to us which is great. Most referrals have come from this segment. Some of our senior doctor members refer junior doctors that they have been mentoring.

26% of our referrals are from our junior members who are the millennials but over the last 12 months the referrals from this demographic have doubled.

**BE REWARDED**

**REFER A MEMBER AND RECEIVE A DISCOUNT ON YOUR MEMBERSHIP RATES**

REFER 1 MEMBER	REFER 2 MEMBERS	REFER 3 MEMBERS	REFER 4 MEMBERS
25% discount on your membership	50% discount on your membership	75% discount on your membership	No membership fee for one year

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You must understand what drives your members. Members do say that fees are too high so the 25% discount off their fees is very appealing to them. We do tell them that they can save money off their fees if they refer a colleague.

When we receive a referral, we send a thank you letter to the member thanking them for their referral and advising them of their discount. We also include a promotional product i.e. lens cloth cleaner. It is important to say thank you each time someone is referred. You have to nurture that relationship with the referrer and referee, as they are more likely to refer again.

Importantly, all AMAQ staff supported this campaign, as did our Board and Council. When I have run this campaign in previous roles I have never had any problem with people not being behind it. People really do see the value. Peer-to-peer referrals are always the best and that is because the referral came from someone they trust and respect.

The other thing with this campaign is that we are now looking at rewarding both parties. I did this in a previous role and it was quite successful. I think you always have to review your campaigns and invigorate them to make them appealing to the members. I think this is our next exciting step.

The member-get-a-member campaign is not the solution to the challenges we face in membership recruitment, but it is part of the solution. Not every member is going to refer another member but when more than 30% of our members do, then we are very happy. A referral program should be part all our recruitment portfolios.