
Passionate Engagement Drives Membership Success at the ETU.

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The most successful membership organisations are those who clearly demonstrate their passion for their cause, industry, profession, and/or trade in both word and action. They are committed to their purpose and work hard to provide tangible benefits and positive outcomes to the members they serve.

One of those organisations is the Electrical Trades Union Victoria's who have a highly successful member engagement strategy.

The Electrical Trades Union Victoria, led by State Secretary Troy Gray, are unusual because they have experienced a consistently high retention (mid-high 90s) for well over 10 years and have over 94% penetration into their core member segment at a time where many other unions are suffering from declining participation rates.

While there are undoubtedly many reasons for this, a significant factor would be the high level of personal engagement they have with their members. The degrees to which they become personally involved in their member's lives is something rarely seen in professional and industry associations. A member of the union is part of the family and the support of the union goes well beyond the industrial action they are most well-known for in the public forum. Some of their member engagement strategies include:

Showing empathy at important times for a member

For example, when a member has a baby they send a congratulatory basket to the family (with an ETU branded jumpsuit).

Showing direct support for the families of members

For example, if a member's children are members of a sporting club, they can access up to \$1,000 via the ETU grants program to support that club.

Being tangibly "there" to support a member during tough times

For example, if a member dies, or if a member falls on hard times, then the union will often step in to provide financial support to the partner.

Showing appreciation and recognition to members for their support and length of that service

After 10 years of membership, members are given a badge and certificate of appreciation signed by the State Secretary, showing their years of membership. Members continue to receive these badges and certificates for every additional five years of service.

Rewarding members who pay their membership in full prior to year end

Each year members who pay their membership in full prior to year end receive a 10% discount. While discounting is not always appropriate it is quite effective for this market. Especially combined with the opportunity to win a Nissan Qashqai (this year the winner was a 39 year member of the ETU).

Clear, decisive advocacy campaigns that create tangible positive outcomes for members

Perhaps the most compelling engagement strategy used by the ETU Victoria is the passion that the leadership of the union shows for the members – and the way that passion is demonstrated in clear, decisive campaigns designed to achieve a positive outcome for members.

More information

You can find more information on this topic on the [Strategic Membership Solutions](https://www.strategic-membership-solutions.com.au) website. Alternatively, email info@smsonline.net.au for a list of free resources related to sponsorship, membership, and revenue generation for associations.



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