Power of Three: Stronger Together

2020 ADA Virtual Series for States and Locals
Today’s Agenda

1. Statistics on Recruitment & Retention Marketing Channels
2. ADA Peer-to-Peer Resources
3. Social Media Influence
4. 5 T’s of Word-of-Mouth
5. Group Activity & Share Out
6. Wrap-up
What has been the most effective channel your society uses to RECRUIT members?
Recruitment Marketing Channels

- 65% of individual membership organizations indicated word-of-mouth helped them acquire the most new members
- 55% indicated email marketing
- 42% indicated association sponsored events/meetings

What has been the most effective channel your society uses to RETAIN members?
Retention Marketing Channels

- 85% individual membership organizations indicated email marketing
- 52% indicated direct mail
- 31% indicated phone calls

Do you have a tactical plan for member engagement at your organization?
Membership Engagement

- 66% of individual membership organizations have a membership engagement tactical plan
- 78% of organizations that have seen an increase in renewal rates over the last year have a tactical plan for member engagement

Membership Engagement Tactics

- Welcome emails for onboarding
- Members-only website sections
  - Associations with a renewal rate of 80% or higher are more likely to extend a direct invitation to use the members-only website sections

Challenges to Growing Membership

- 35% of individual membership organizations indicated difficulty in communicating the value
- 27% indicated capacity or insufficient staff
- 23% difficulty identifying/contacting prospects

Is your society planning to pivot traditional recruitment and retention efforts in Q4 and 2021?
Peer-to-Peer (P2P) Outreach Program

- Mobilize state and local volunteers to promote member value
- Strengthen member growth & retention
- Easy-to-use scripts and templates
Phone, Email, Voicemail, Text Scripts

Member Recruitment: Telephone & Voicemail Scripts

Peer-to-peer outreach adds an essential and reliable element to non-member communication and provides individuals with a specific point of contact for when they have questions or need information.

Below you will find samples of both a telephone and an email script that you can use to reach out to your society's potential members. Please feel free to revise this text as appropriate for your specific outreach efforts within your state/local dental society.

Sample Telephone Script

HI _____, My name is _____ and I’m also a practicing dentist. With all the uncertainty and anxiety of the COVID-19 pandemic, I wanted to introduce myself and check in on how you are doing. How are you?

Throughout the COVID-19 pandemic, the ADA has been really helpful in sharing the latest information much of which is specific to dentistry. They’ve also put together some great resources for us at ADA.org/voice. In case you haven’t had a chance to look, I recommend checking it out. [Continue here to discuss specific resources or information you found particularly helpful] Do you have any questions for me or is there anything I can help you with?

I also wanted to let you know that the ADA has lowered their cost of national membership by 50% to make membership more widely available to anyone who may need it at ADA.org/available. Let me know if you have any questions as I’ve truly felt their leadership and guidance has been valuable!

Sample Voicemail Script:

HI _____, My name is _____ and I’m also a practicing dentist. With all the uncertainty and anxiety of the COVID-19 pandemic, I wanted to introduce myself and check in on how you are doing. I also wanted to recommend checking out ADA.org/voice if you haven’t had a chance. I’ve found a lot of valuable resources and information that’s helped me and answered my questions. Feel free to call me back at [insert phone number] if you want to chat or have any questions. Have a good rest of your week and stay safe!

Non-renew Member Outreach: Email & Text Message Samples

These personalized outreach tactics provide you with the opportunity to extend a virtual handshake to your fellow members and encourage them not to let their 2020 membership lapse. Please feel free to use and revise the below email and text message samples as appropriate for your specific state/local dental society outreach.

Sample Email Copy:

Hi Dr. _____, My name is Dr. _____ and I’m also a practicing dentist. With all the uncertainty and anxiety of the COVID-19 pandemic, I wanted to introduce myself and check in on how you are doing. Also, in case you haven’t had a chance to look, I also wanted to share some great resources that the ADA has put together for us at ADA.org/voice:

- The ADA’s Return to Work Interim Guidance toolkit and information on employment laws
- Digital events on the latest infection control guidance and Small Business Administration (SBA) loans
- FAQs with experts’ answers to your COVID-19 questions
- Wellness resources to help you reduce stress and anxiety

I’ve been able to download communications for my patients, find guidance on how to safely treat dental emergencies, and get answers about Small Business Administration Loans and attend the many webinars the ADA has put together to ensure we have the latest information.

We know times are tough, and now more than ever we see the strength in our numbers. In fact, more than 126,000 dentists sent over 387,000 letters to successfully advocate for COVID-19 relief for dental practices. To keep up the momentum, we’d love to have you renew your membership this year. Can we count on your support today?

Please reach out to STATE DENTAL SOCIETY [CONTACT] to renew your ADA membership.

I know we’ll get through this, together. Please don’t hesitate to reach out with any questions or if you’d like someone to talk with us.

At the best,

NAME [CONTACT INFORMATION]

Sample Text Copy: Hi _____, My name is _____ and I’m also a practicing dentist. With all the uncertainty and anxiety of the COVID-19 pandemic, I wanted to introduce myself and check in on how you are doing. I also wanted to share that the ADA has put together some great resources for us at ADA.org/voice. How are you doing?
Digital Outreach: Host Virtual Networking Events

Steps to consider when hosting a virtual networking event

1. Identify your goals and create an action plan. What is it you are trying to accomplish by hosting this email group chat? Will it be educational in nature or more of a meet-and-greet networking event? What topics would you like to discuss? What do you hope attendees will take away from your event? Once you have established your goal, map out a path to get there. Include a clear deadline and assign roles and responsibilities. See Appendix A for a sample action plan.

2. Identify your audience: Will this be an event open to all members? Are non-members included? How many people would you like to attend? Is there a capacity limit? It is also great to think about targeted audience options such as students, new dentists, women, ethnically diverse, etc. Are there any incentives that you can provide to encourage attendance?

3. Choose your platform: In our current world of social distancing, several web-based video platforms have emerged as cost-effective and easy-to-use tools to host virtual events. Your state society may have resources you can utilize to help host your meeting as well. Additionally, the ADA may also be able to lend a hand with online hosting tools. Feel free to contact your state’s Client Services Manager for available options.

4. Establish the meeting format: Will this be a presentation with slides that are shared? Will it be more of a social event hosted as a video conference call? What topics would you like to discuss? Will you need subject matter experts on-hand to answer questions? If this is an informal networking event, it is best to have 5 - 6 seed questions on hand to help get the conversation started. Something as simple as “How have you been spending your days during quarantine?” can also be a simple way to get the conversation started.

5. Set the date and time: Depending on your audience the best daytime could vary. Be sure you have your audience established prior to choosing a date and time. If you are able, it is also a best practice to poll the audience on the best daytime for everyone. The free web-based scheduling tool on Doodle.com is a great

Appendix A: Sample Virtual Event Action Plan

- **Title of Event:**
  (Establish the full title of the event. It can include a mix of both the name of the event and the goal of the event. For example, “Digital Outreach: Host Virtual Networking Event”)

- **Goal of Event:**
  (What are you trying to achieve? What do you want your participants to walk away with?)

- **Objectives:**
  (Outline the “how” for what will be done. Establish roles and responsibilities.)

- **Create a timeline (sample of some items that would appear on timeline is below):**
<table>
<thead>
<tr>
<th>Task Description</th>
<th>Responsibility</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Planning Kick-off Meeting</td>
<td>John Smith</td>
<td>9/13/2020</td>
</tr>
<tr>
<td>Secure webinar hosting service</td>
<td>Nancy Miller</td>
<td>9/24/2020</td>
</tr>
<tr>
<td>Write, review, approve email invitation</td>
<td>Jason Taylor</td>
<td>9/25/2020</td>
</tr>
<tr>
<td>Send email invitation</td>
<td>Marketing</td>
<td>9/26/2020</td>
</tr>
<tr>
<td>Practice Event run-through</td>
<td>ALL</td>
<td>9/30/2020</td>
</tr>
<tr>
<td>DAY OF EVENT</td>
<td>ALL</td>
<td>10/1/2020</td>
</tr>
<tr>
<td>Post-event follow-up</td>
<td>John Smith</td>
<td>10/2/2020</td>
</tr>
</tbody>
</table>

- **Audience/Participants:**
  (Who will be attending this event? Is there a limit, technical or otherwise, to the number of attendees?)

- **Event Platform:**
  (What web-based platform will you be using to host this event? Do hosts need to be trained on platform use?)

- **Communication Strategy:**
  (How will you inform participants to join the event?)

- **Deliverables:**
  (Are there any presentation slides that need to be prepared ahead of time? Any additional logistics such as host location and access to Internet? Add any applicable due dates to the timeline.)
Social Media Best Practices

Digital Outreach: Maximizing Your Social Networks

Private Facebook Groups:

Private Facebook groups for dental professionals are taking off. Most people use this method of communication to discuss issues within the privacy of that community, so if you do decide to comment, it is recommended that you disclose your position within your state/local society, and connect with them on a professional-to-professional level.

You may also choose to disclose that you’re a leader/volunteer from your state/local dental society within your “about” or “bio” sections in your social media profiles, so that the disclosure is there if another peer views your personal profile.

People trust other people more than they do organizations, so remember to embrace an authentic connection in the group and express your desire to help or give advice. For links to share and sample social media scenarios, please reference Appendix B and Appendix C.

Social Media Trolls:

One thing all of us have probably encountered is the social media “troll,” or someone who comments repeatedly in order to post spam or a divisive position. To determine if someone is a troll, click over to their Facebook or Twitter profile to see what kinds of things they post. If you see one angry post in a sea of normal conversation — you’re not dealing with a troll. If every post is attacking another person or organization — you may have a troll.

The best advice is to not engage. Replying or engaging only “feeds the troll.” By not engaging, this person will eventually stop and move on to a different topic or person online.
Marketing Minute Video
## 5 T’s of WOM: How to Find & Mobilize Your Influencers

<table>
<thead>
<tr>
<th>Talkers</th>
<th>Topics</th>
<th>Tools</th>
<th>Taking Part</th>
<th>Tracking</th>
</tr>
</thead>
</table>
| • Who is already a fan?  
• Who is most enthusiastic?  
• Who is already active on social? | • What do you want your “Talkers” to talk about?  
• Be specific and don’t try to say everything all at once. | • Provider your “Talkers” with the tools they need to have the conversation  
• Handouts, email copy, links, membership information, etc. | • Be welcoming  
• As you gain new members, engage with them  
• Create a favorable experience | • What worked and what didn’t?  
• Follow up on initial contact  
• Close the engagement loop |
GROUP WORK:
Using Word-of-Mouth, come up with one tactic each on how to mobilize volunteers for recruitment (2021) and retention (2020 & beyond).
SHARE OUT
ADA Resources

**Peer-to-Peer Toolkit**
- Templates designed for peer-to-peer use to reinforce the value of membership from the member perspective.

**Micro-volunteering Toolkit**
- Strategies and tactics for new dentists to get their feet wet in organized dentistry without a hefty time commitment.

**Social Media 101 Toolkit**
- Strategies and tactics for building a robust social media presence for your state or local society

**Local Outreach Initiative**
- A grassroots effort involving peer-to-peer outreach to a particular market segment, resulting in a membership invitation to join

**Member-Get-a-Member Program**
- An incentive program of a $100 gift card for each new active member recruited for up to five members.
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