

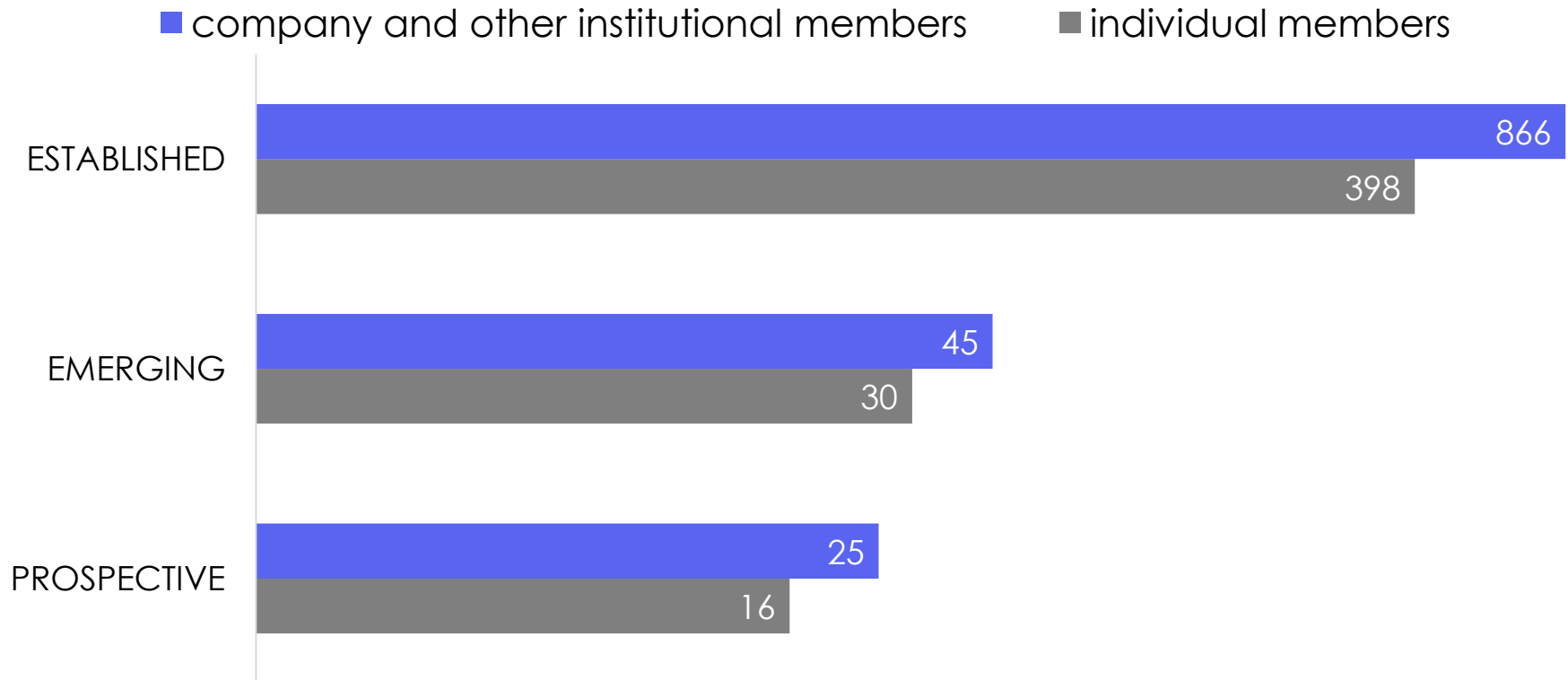


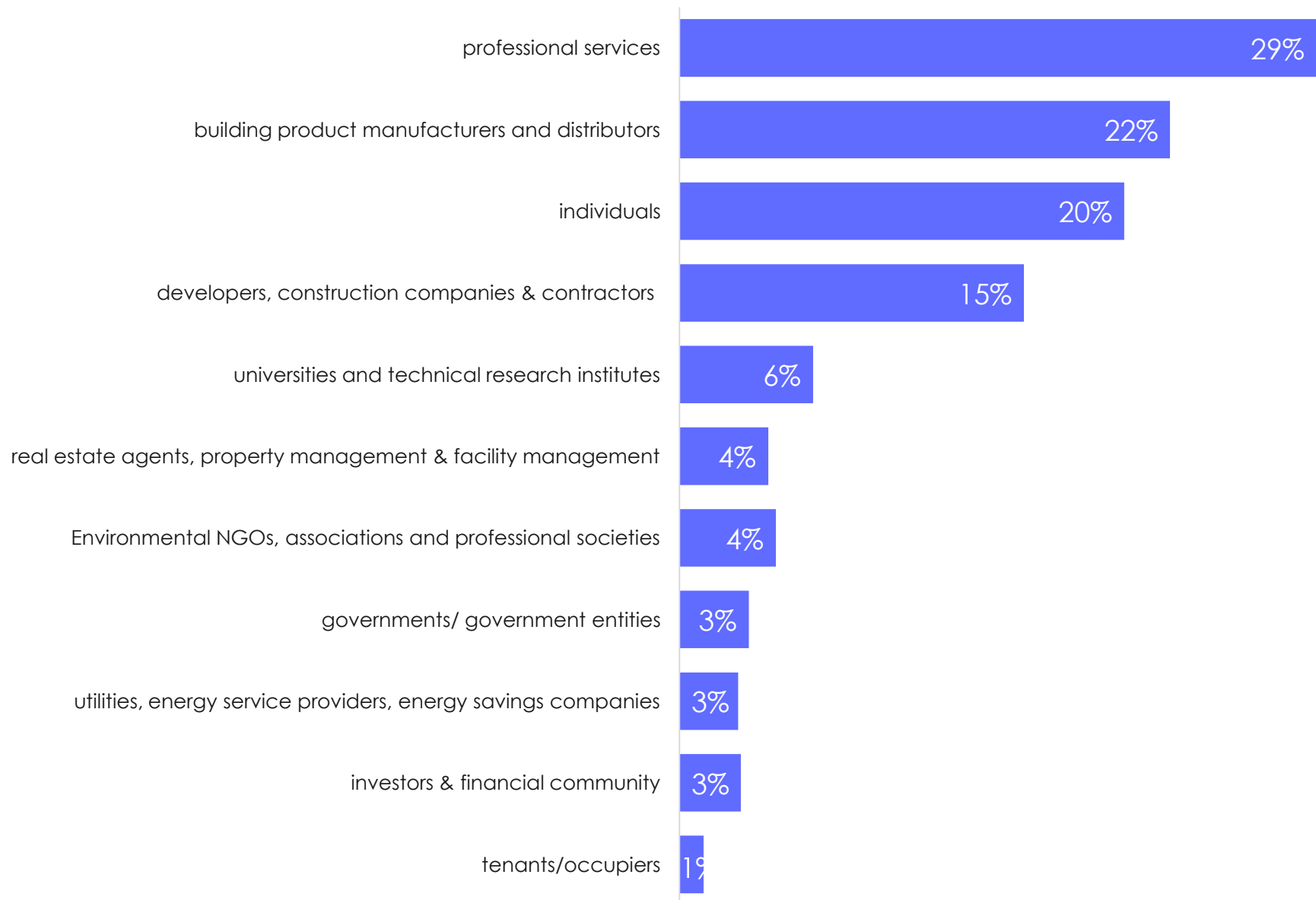
WORLD
GREEN
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COUNCIL

MEMBERSHIP RECRUITMENT, RETENTION, VALUE & IMPACT

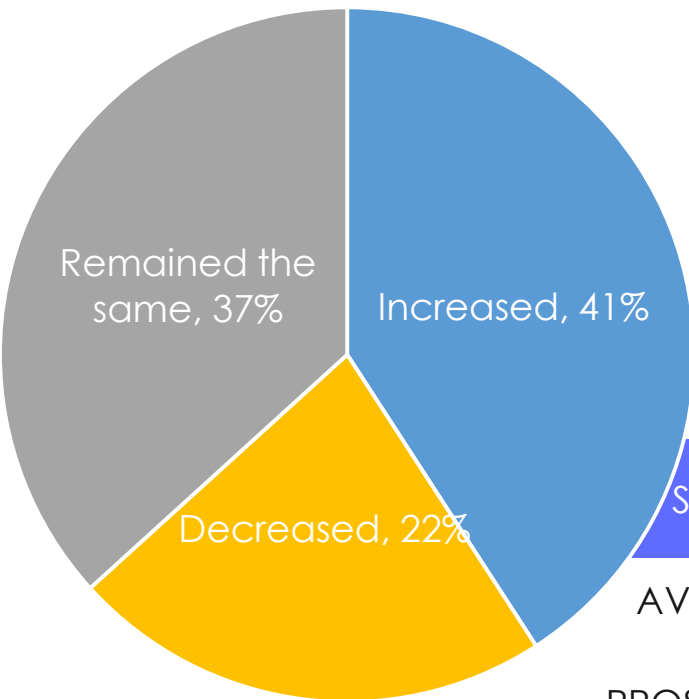


AVERAGE NUMBER OF MEMBERS





MEMBERSHIP REVENUE

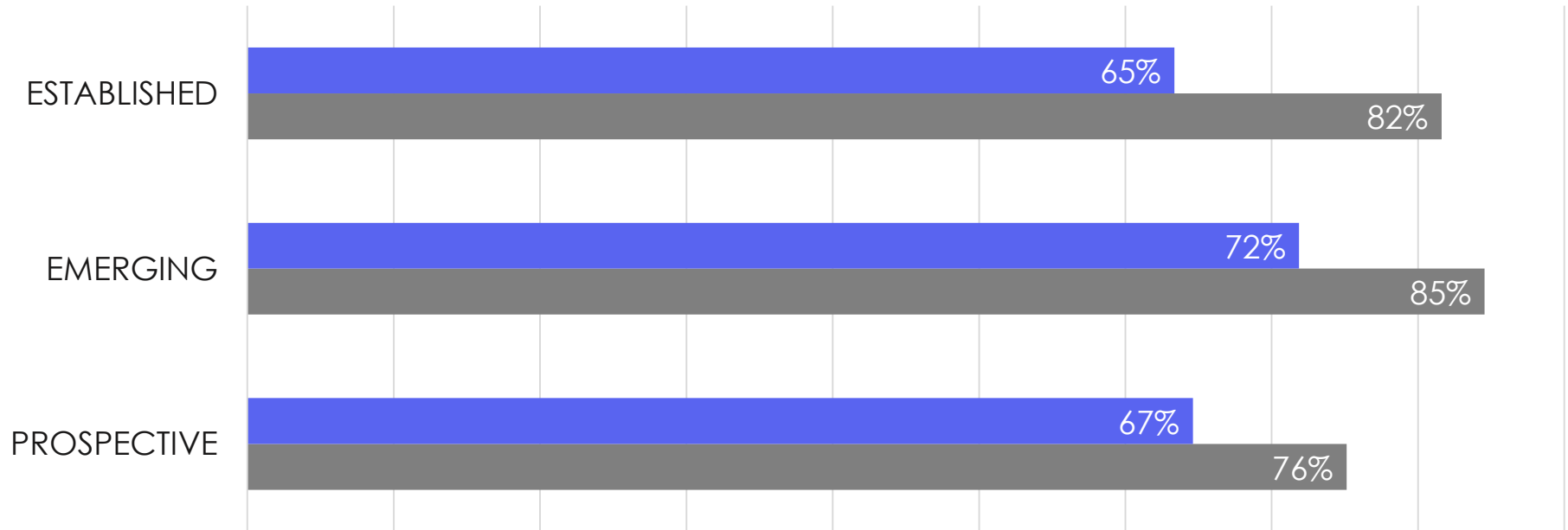


Membership is 36-37% of revenues for Established and Emerging GBCs

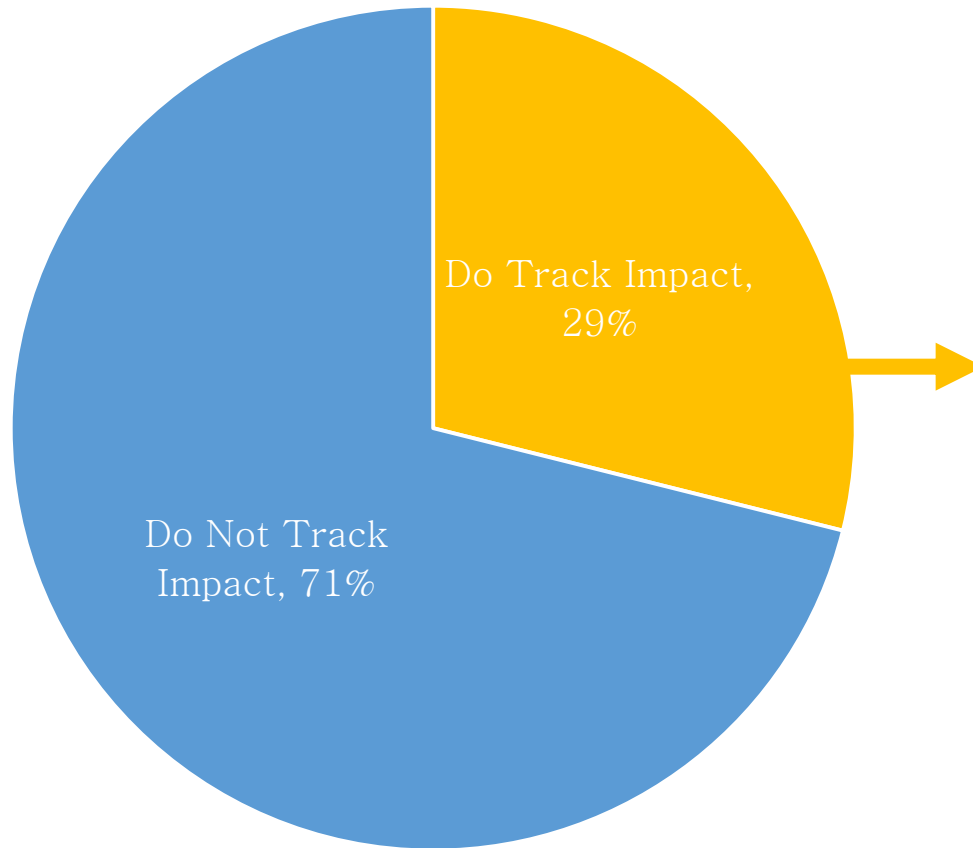
Status	# of GBCs increased	Average Increase	# of GBCs decreased	Average Decrease
AVERAGE	19	16%	12	24%
PROSPECTIVE	6	21%	4	29%
EMERGING	3	10%	3	43%
ESTABLISHED	11	18%	5	9%

AVERAGE RETENTION RATES

■ individual members ■ company and other institutional members



TRACKING MEMBER IMPACT



METHODS TO TRACK

Request follow-ups
Membership survey
Tracking communications
Share and answer FAQs
Call members
Frequent communication
Shared code of conduct
Encourage collaboration

1. RECRUITMENT

THE ELEVATOR PITCH: RECRUITING NEW MEMBERS

Cristina Gamboa, CEO, Colombia GBC
(Consejo Colombiano de Construcción Sostenible, CCCS)



Colombia GBC (CCCCS)

Some examples of members pitch

1. We are your strategic partner: we create opportunity.
2. As the reference institution in relation to sustainable building and urbanism, we deliver thought leadership that allows our Members to deliver value to their stakeholders/shareholders and do the right thing.
3. We provide knowledge and tools that are key to achieve your business objectives, for example in relation to educating your customers and your own staff.
4. We provide access to the sustainable business sector, celebrate success of our membership and prove the business case.
5. We provide opportunities to influence existing and future public policies/incentives.



YOUR 2 MINUTE ELEVATOR PITCH!



ELEVATOR PITCH



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FEEDBACK!

TOP TIPS FOR PITCHING

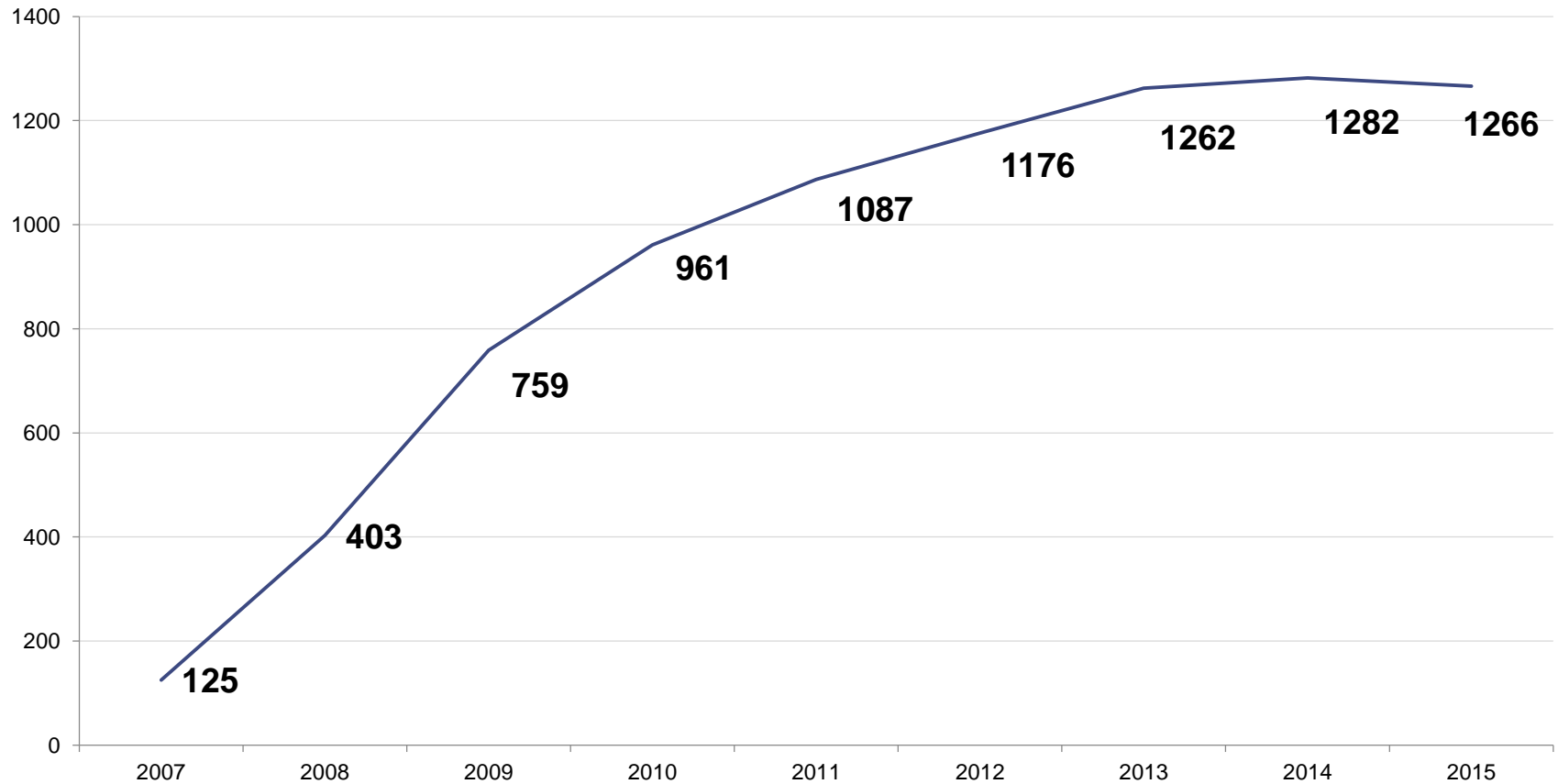
2. RETENTION

MEMBER RETENTION STRATEGIES

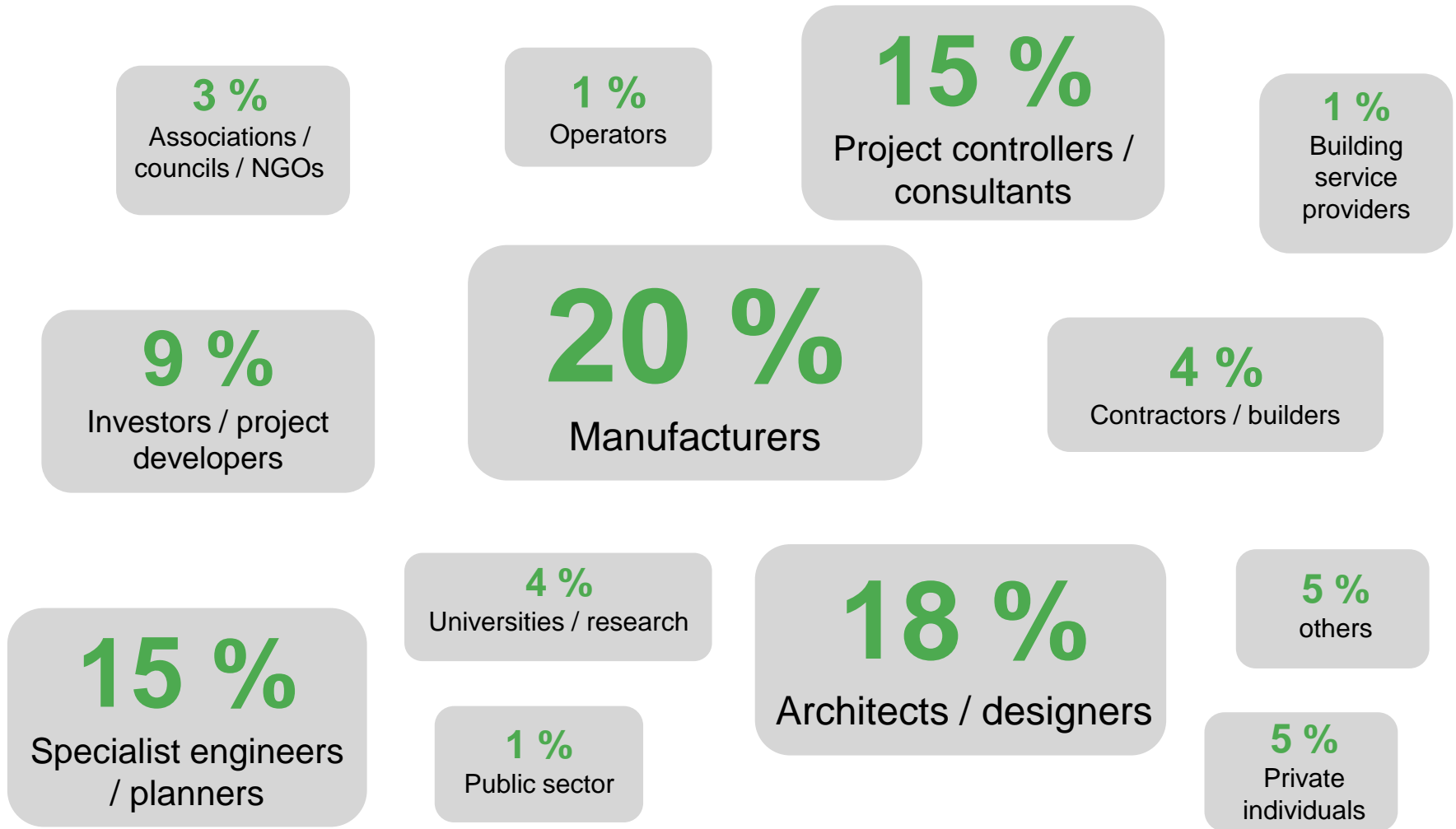
Christine Lemaitre, CEO, DGNB
(German Sustainable Building Council)



Number of DGNB members (without partial members)



OUR MEMBERSHIP



REASONS FOR TERMINATING MEMBERSHIP

- *Economic situation of member* 17 %
- *DGNB does not fit to core business* 15 %
- ***No real added-value in DGNB offering*** 15 %
- ***Contact person left the organisation*** 11 %
- ***Cost-benefit ratio*** 11 %
- *Membership too expensive* 6 %
- *Termination after use of special fee* 4 %
- *Special cases* 4 %
- *Others* 23 %

RETENTION STRATEGY

Key challenges:

- *Lower the number of terminations*
- *Increase overall member satisfaction*
- *Heterogeneity of members → individual approaches needed*

Main tasks:

- *Make variety of membership offers more transparent*
- *Get more experts per member organisation involved (incl. PR & marketing experts, R&D, ...)*
- *Increase overall member's activity index*
- *Raise level of dialogic communication offers*

HOW WE RETAIN MEMBERS - Measures

Assistance:

- *Individual support (how to get most out of the membership) via all available channels (phone, personal meeting, ...)*
- *Webinars (planned)*
- *Implementation of Key Account Management system (planned)*

Networking events:

- *Welcome day for new members*
- *Roadshow for existing members (planned)*
- *Annual meeting*
- *Impuls Sessions*
- *DGNB Diskurs events*
- *Meet-ups at most important industry events*



HOW WE RETAIN MEMBERS - Measures

Participation:

- *Development of the DGNB system*
- *More flexible committee work*
- *New offers to collaborate (e.g. R&D)*

PR & Communication:

- *Regular information (monthly newsletter, ...)*
- *DGNB Blog (proposal of topics and editors)*
- *Social Media*
- *DGNB member profiles*
- *Campaigns*

Identification:

- *Position papers / DGNB statements on fundamental developments (political, social or market-specific)*



blog.dgnb.de



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Q&A

COMMON RETENTION ISSUES AND
GBC APPROACHES TO THESE

3. MEMBER ENGAGEMENT & IMPACT

Julie Hirigoyen, CEO, UK-GBC



UK-GBC MEMBERSHIP (2015-2016)

90%
RETENTION
RATE

430
MEMBERS

+ 60
NEW MEMBERS

97
AVERAGE
ENGAGEMENT
SCORE

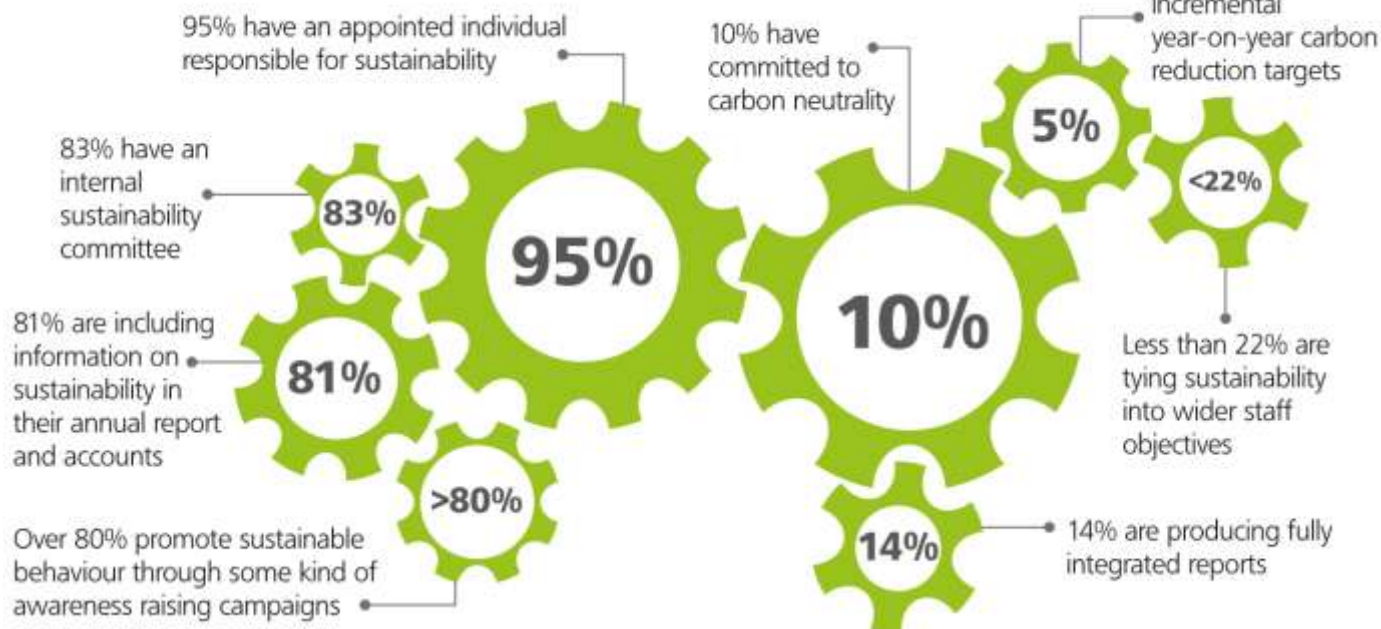
MEMBER ENGAGEMENT SCORE

- Using our CRM system (Salesforce) to tell us more about how members are engaging with UK-GBC's activities
- Qualitative weighting based on UK-GBC team views
- Quantitative algorithm built into the system
- Almost 30 different types of engagement considered – eg:
 - Event attendance
 - Task Group application
 - Sponsorship
 - Training programme
 - etc.*

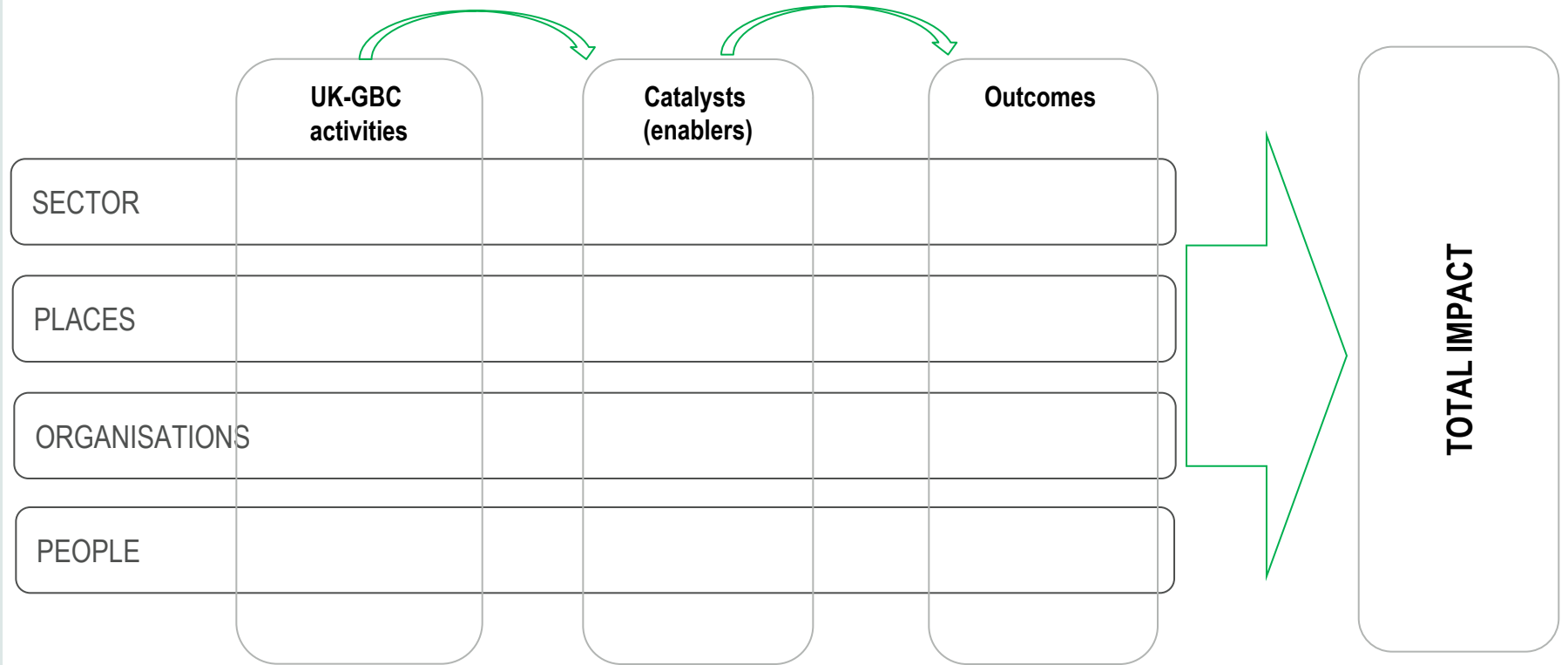
GOLD LEAF DENOTES LEADERSHIP



Of the 40 Gold Leaf members who underwent our Sustainability 360 review:



UK-GBC'S THEORY OF CHANGE



FOR EXAMPLE: POLITICAL ADVOCACY



WHAT WILL UK-GBC'S LEGACY BE BY 2027?





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Q&A

HOW DOES YOUR GBC TRACK
MEMBER ENGAGEMENT AND USE
THIS DATA?