

SECTION 9

MEMBERSHIP REPORTS & ENGAGEMENT

Sarah Pilling, District & Management Service Coordinator
508.449.6012 | spilling@massdental.org

The MDS administers a comprehensive membership database encompassing details on our current members, nonmembers, and past members. Utilizing our database, the MDS can produce reports tailored to bolster your district recruitment and retention endeavors. Additionally, we can furnish membership lists upon request. Rest assured, we diligently safeguard this data and share it with districts under the expectation that they will employ these lists solely to enhance engagement and bolster membership. Leveraging these lists can prove invaluable in fortifying district membership initiatives.

Membership List Policy

District Membership Lists provided are for District executive committee mailing purposes only. Sharing the content of the reports with other members outside of the District executive committee is strictly prohibited.

The report file contains confidential information and will be password-protected. In addition, the file must be stored on a password-protected device. The MDS will provide designated district executive committee members with the password for access.

If you choose to use the provided reports to directly send emails to your district members and not to follow the MDS's best practice recommendation, your district is assuming responsibility and liability for protecting member

email/personally identifiable information. The reports provided must not be used for any commercial purposes or be shared with any third party (including sponsors).

Federal Trade Commission (FTC): The [CAN-SPAM Act](#), a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations.

Despite its name, the CAN-SPAM Act doesn't apply just to bulk email. It covers **all** commercial messages, which the law defines as "any electronic mail messages the primary purpose of which is the commercial advertisement or promotion of a commercial product or service," including email that promotes content on commercial websites. The law makes no exception for business-to-business email. That means all emails—for example, a message to former customers announcing a new product line—must comply with the law.

Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$41,484.00, so non-compliance can be costly. But following the law isn't complicated. Here's a rundown of CAN-SPAM's main requirements:

1. Don't use false or misleading header information
2. Don't use deceptive subject lines
3. Identify the message as an advertisement
4. Tell recipients where you are located
5. Tell recipients how to opt out of receiving future emails from you
6. Honor opt-out requests promptly
7. Monitor what others are doing on your behalf

For questions regarding the CAN-SPAM Act, please contact the MDS at 800-342-8747, option 5.

Request Membership Report/List

District member lists are sent monthly along with financial statements. These reports should be requested by the district chair, district secretary, or district editor to the MDS district & management service coordinator.

The report(s) will be sent in Excel format and include the following core fields:

- Full Name
- Designation
- Mailing Address
- Office Name
- Phone Number (office)
- Email Address (used for individual communication, not intended for marketing purposes)
- ADA Number
- Specialty (if applicable)
- Dues Category Code
- Dues Category Label

Monthly District Reporting

A member of the MDS staff will provide a monthly member list, along with district dashboard and financial reports. A dashboard description guide will be sent along with the dashboards each month.

The member list file consists of three tabs: which include total members (both current and former), renewals, and non-renewals (individuals who have not renewed January 1st and during a grace period and have become former members after March 31st).

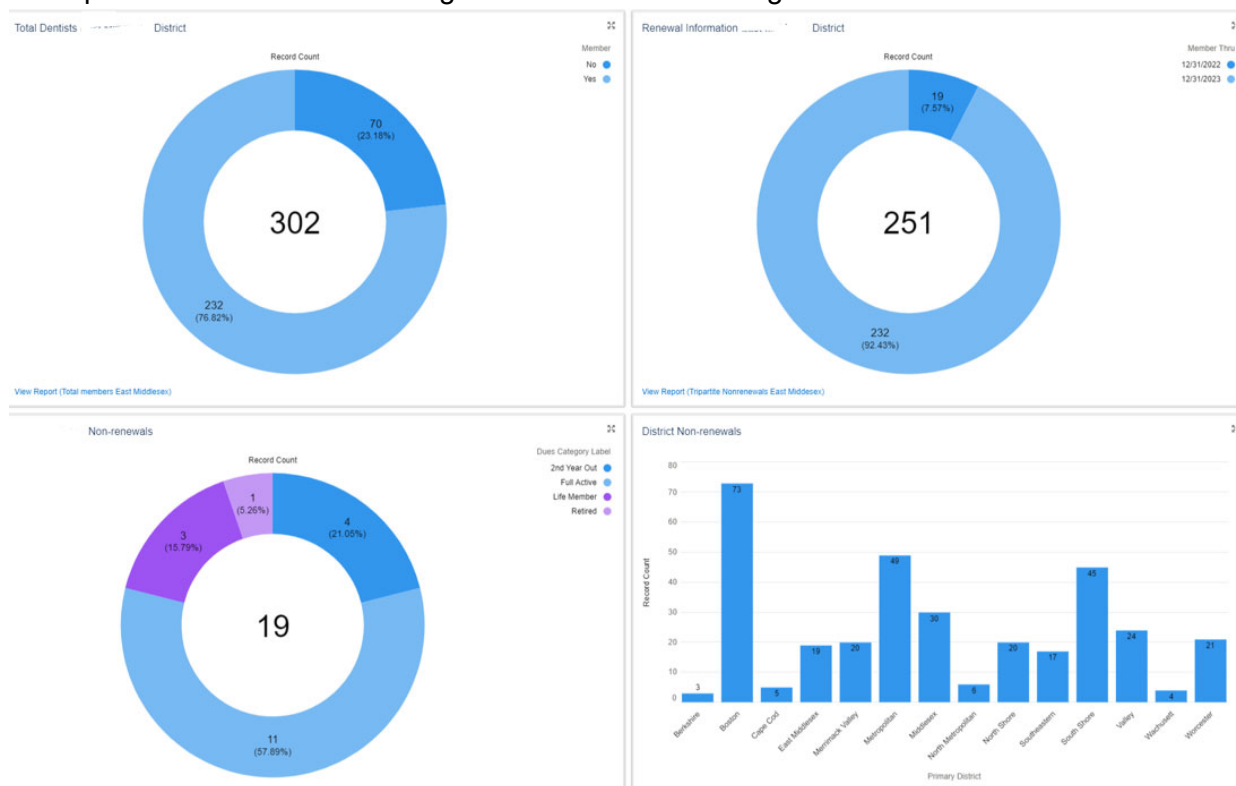
- The first tab provides an overview of total members and non-members within your district. The following two tabs segment the list, distinguishing between dentists who have become members and those who have not.
- The second tab lists individuals who have renewed their membership in the current year.
- The third tab displays those who did not renew last year.

During the renewal months, this list file will show members from the current year and previous year. (member thru)

During the renewal months, those who will renew for next year from January to December will not be included as members throughout the current year.

In other words, if I paid for 2090, I will be a member through 2090, not 2089. If I am a member through 2089, I will be considered non-renewal.

Example of a District Dashboard – These graphics help you visualize your member breakdown. An explanation sheet is sent along with the dashboard image.



Engagement

The purpose of a member and nonmember report is to engage those dentists in district-level activities. It is a good idea to welcome new members and invite them to the next district event. Appoint someone from the executive committee to call or email the new members, personally say hello, and invite them to the next CE course, social event, or just to lunch! This warm greeting lets the new members feel welcome and open to sharing their ideas.

Recruitment/Retention: Creating a Membership Outreach Team

As mentioned in Section 8 Step 1, identify well-qualified executive committee members of your district to take part in a membership outreach team focused on recruitment and retention. The team should:

- Review the MDS supplied reports and, together, prioritize your prospects and current at-risk members. The best prospects/dentists are nonmembers one to 10 years out of dental school. Retention outreach activities should include engaging at-risk members identified by analytics as having the highest percentage of nonrenewal (second year out, and first/full dues-paying members).
- Review the MDS supplied reports and determine who is the right person in the district to initiate outreach efforts to prospects and at-risk members. Consider business associates (is there a member who works with the prospect or at-risk member?) and personal contacts (is there a member who has a personal or alumni relationship with the prospect or at-risk member?).
- Higher engagement can lead to lower “at-risk” members. The following are some examples of engagement activities to consider:
 - Start your retention program on day one
 - Invite them to an event
 - Send them a personalized email highlighting a specific benefit or area of the MDS website
 - Make a follow-up phone call
 - Invite them to lunch
 - Find out why they joined
 - Invite them to your next district CE program
 - Pair them with a member mentor
 - Leverage your district newsletter to highlight upcoming engagement activities
 - Customize your communications wherever possible
- Once a new member is welcomed to the district, follow the retention steps in Section 8 titled “Member Retention: Best Practices That Win Members for Life.”
- Set a membership net goal for new members and a retention goal for at-risk members for the district.