

Membership Engagement Strategy:

Kenya Editors' Guild

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Introduction

Kenya Editors' Guild:

- Our mission is to promote **Media Freedom, Credibility** and **Professionalism**.
- As a membership association, the Guild is committed to ensuring inclusivity for all members to ensure diversity of voices in decision-making and in programme participation.

Background

KEG Membership

- The Guild membership has been growing gradually
- Members have been participating in events, though not all members have had an opportunity to participate
- This means that not every member feels well engaged
- Participation is usually recorded in a matrix
- As a fast growing organisation and one that has presented itself as a leader in the industry, a membership strategy is necessary

KEG Membership

YEAR	MONTH	NUMBER
2018	April	70
2018	December	81
2019	December	144
2020	December	161
2021	April	221

Goal

- To grow membership numbers, value and retention of KEG members
- To increase the membership of KEG by 100 in 2021
- Value Proposition: Promoting Excellence in Journalism while offering members an opportunity to thrive in the current life and live a decent life in retirement

Challenges

- Members are accorded a chance to participate through open call on the platform, but some opportunities are too limited to be announced in the platform, thus are distributed according to media houses mostly and to those who have not participated
- This has created the perception that members are favoured to participate in events
- Not all members have had an opportunity to participate
- Member retention not guaranteed especially with the difficult season on Covid- 19 which occasioned job losses
- Difficulty in identifying relevant services for members
- Value for members
- Unengaged members : Not every member feels well engaged
- Participation is usually recorded in a matrix
- As a fast growing organisation and one that has presented itself as a leader in the industry, a membership strategy is necessary

Objectives

- Convert 50% passive members to active members
- Convert 50 % to engaged members
- Convert 50 % active to champions
- Grow the membership base to 250 (ie 30 more members) by the end of the year.

Objectives

- To provide a system for efficient member services
- Effective system with feedback loop
- Value Proposition: Promoting Excellence in Journalism while offering social support opportunity to members
- Segmentation
- Strategic Communication with segments

Pillars of the Strategy

- AWARENESS – will be put to use through RECRUITMENT of new members
- COMMITMENT – to ensure we RETAIN members
- PARTICIPATION – this is a sign that members are MOTIVATED

RECRUITMENT

- Carry out three recruitment drives by 2021
- The Star Newspapers – July
- Media Max Limited- August
- Select county- Community media – ride on the upcoming Town Hall meetings/ Training in the counties
- Diversity- Reach out to younger editors and PLWD- organise a training/ fireside chat with journalists living with disability across the country (editors may be few)

RETENTION

- Keeping members engaged and monitoring activities

Threshold for Participation

1. Open call in the what's app group
2. Express interest by sending an email
3. We have a chance for Town Hall meeting- we need volunteers
4. Positive discrimination to achieve gender balance
5. Consider local knowledge / members who work, come from area where activity is taking place
6. Different issues emerge in different regions- Consider expertise, eg call for editors who handle pages

Threshold for Participation

- 7. Good mix of both Kiswahili and English
- 8. Good mix of current newsroom editors and veterans
- 9. Give opportunity to those who have not participated

Threshold for Participation

- CPD Policy will offer further participation threshold, point system and sanctions eg
 - You need number of points to renew membership
 - You need number of points to vie for presidential post

Activities- MONTH 1

Send an email welcoming all new members

Phone call with members to touch base

Interact with members on social media

Activities- MONTH 2

Update members on new features via newsletter

Send an e-invite- inviting members to meet up.

Activities- MONTH 3

Check in with members

Send members down loadable content

Activities- MONTH 4

Share members testimonial

Use excerpts from members testimonials on social media

Activities- MONTH 5

Soundings: Personalized information for members
Check to see what members are not engaged

Activities- MONTH 6

Survey new members about what they'd like to see from the association

Activities/ Action plan

- Hang Out Monday (8-9PM)
- Brainstorm on/ speaker on high level Investment opportunity , how to grow your money, home ownership etc
- Membership welfare sensitization
- Constitutional Review talks
- Preparation of content for social media
- Customised content for member interaction
- Popular Topics- Press Freedom, Sexual Harassment, Career Growth, Brown Envelop etc - twitter chat with members

Activities/ Action plan

- As a way to grow followers, have a topic every week (like the week of sensitization on elections). Take the talks online and involve the wider online community
- Rally members to an online campaign eg road safety etc
- Tag members on social media
- Curate the heated debates in the what's up platform to online debates and tag policy makers
- Sensitise members on the work of committees

Benefits Policy

- Early bird discounts- 15 % discount for members who remit before February
- Early bird payments for Convention – receive discount
- In person events to be attended only by paid up members
- (Membership portal underway)
- Roll out KEG Smart card- exclusive to members, to presented for incentives from corporates-
- Partner with corporates- airtime vouchers, hotels for subsidised rates for holiday, club/ gym attendance, fuel stations among other services

End

