

Instructions

Understand the member lifecycle. The map outlines six key stages of the member journey.

1. **Awareness:** Initial exposure to the organization (e.g., social media, events, word of mouth).
2. **Consideration:** Prospective members evaluate the benefits and mission of the organization.
3. **Decision:** The joining process, including answering questions and providing clear membership value to the potential member.
4. **Onboarding:** Support new members as they begin their journey, such as pairing them with mentors to ensure a smooth transition.
5. **Engagement:** Activities to retain and support members, fostering community and leadership.
6. **Ambassador:** Engaged members take action to support the organization by sharing positive experiences, recruiting new members, and attending events.

Understand your role as a leader. The map outlines the three steps necessary to advance a member or potential member along their membership journey.

1. **Member Actions:** What the member needs to do.
2. **Member Needs:** What the member requires to take action.
3. **Opportunities:** What the chapter can do to facilitate the member's actions.

Understand the tool. The Member Journey Map is a flexible guide. Customize each section to fit your chapter's needs. For instance, the "Consideration and Opportunity" box suggests showcasing DKG's unique advantages (e.g., Bursting the Bubble, comparison charts). The goal is to highlight what makes DKG membership special. Consider creating a comparison chart, comparing your local chapter to other organizations, or using the Bursting the Bubble tool.

Member Journey Map

	Awareness	Consideration	Decision	Onboarding	Engagement	Ambassador
Member Actions	<p>Social media (Facebook, Instagram, LinkedIn)</p> <p>Educational conferences & seminars</p> <p>Word of mouth from colleagues or existing members</p>	<p>DKG's official website</p> <p>Educational forums & discussion groups</p> <p>Newsletters & email marketing</p>	<p>Direct contact with DKG representatives (phone, email, social media)</p> <p>Virtual or in-person informational sessions</p>	<p>Welcome emails & orientation materials</p> <p>Member portal access on the DKG website</p> <p>Introductory workshops or meet-&-greet events</p>	<p>Regular events, workshops, & webinars</p> <p>Online community forums & discussion boards</p> <p>Newsletters & social media updates</p>	<p>Member testimonials & success stories</p> <p>Leadership opportunities within DKG</p> <p>Referral programs & incentives</p>
Member Needs	<p>Information about the benefits of joining DKG</p> <p>Understanding the mission & values of the organization</p> <p>Trust & credibility in the organization's offerings</p>	<p>Clear, detailed information about membership fees, benefits, & opportunities</p> <p>Comparisons with other educational organizations</p> <p>Assurance of community support & professional growth</p>	<p>Personalized responses to questions or concerns</p> <p>Easy to join process</p> <p>Reassurance about the value of the investment</p>	<p>Easy access to all member benefits & resources</p> <p>Opportunities to connect with fellow members</p> <p>Guidance on how to maximize the benefits of membership</p>	<p>Continuous learning & development opportunities</p> <p>A supportive community of like-minded professionals</p> <p>Recognition for contributions & achievements</p>	<p>Opportunities to influence & contribute to the organization</p> <p>Recognition for their promotional efforts</p> <p>Benefits for bringing in new members</p>
Opportunities	<p>Engage with potential members through targeted content</p> <p>Showcase member success stories & testimonials</p> <p>Highlight events & educational resources available to members</p>	<p>Showcase the unique advantages of joining DKG (for example, Bursting the Bubble, comparison chart, etc.)</p>	<p>Provide prompt & personalized responses to inquiries</p> <p>Simplify membership process</p> <p>Offer incentives for new members, such as resources</p>	<p>Create a comprehensive welcome package for new members</p> <p>Organize regular introductory events to facilitate networking</p> <p>Develop a mentorship program to pair new members with experienced ones</p>	<p>Offer a diverse range of events & learning opportunities</p> <p>Encourage member contributions & highlight achievements</p> <p>Foster a vibrant online community</p>	<p>Develop a referral program</p> <p>Create leadership & volunteer opportunities</p> <p>Feature ambassadors in newsletters & on social media</p>