AMERICAN PSYCHOLOGICAL ASSOCIATION

Building Your Future

Proven Strategies for Member Recruitment, Retention, & Engagement

APA Membership Marketing, 2025





APA Membership Overview

State of Membership, Recruitment, and Renewals



New Member Recruitment

How Do We Get Members to Join?



OUR TARGET AUDIENCE



ACQUISITION STRATEGY



PROGRAMS THAT WORK

Target Audience

- Psychologists
- Researchers
- Master's-level professionals
- Educators
- Students
- Supporters

Acquisition Strategy



Year-round integrated marketing



Personalized, timely messaging



Automated outreach (email, social media)



Lead gen & targeted lists

Special Programs and Campaigns



Special incentives, limited-time offers



Referral programs



Strategic partnerships



Renewals and Retention

How Do We Get Members to Stay?

Renewal Philosophy

Right message

Right person

Right time

Renewal Messaging



- No need to provide everything
- Keep it simple
- One offer
- One CTA
- TEST, TEST, TEST (then test some more)

Audience

- Career stage
- Professional role
- Benefits they like/need
- Resources they do not like

Marketing Channels and Schedule

- **Convention Kick Off**
- **Email**
  - Starts the week after Labor Day
  - Tuesdays – New message
  - Thursday – Resend or new
  - Goes through May
  - December – Increase efforts
- **Direct Mail** – Nov, Feb, March
- **Telemarketing** – December start
- **Social Media** and **eNewsletters**





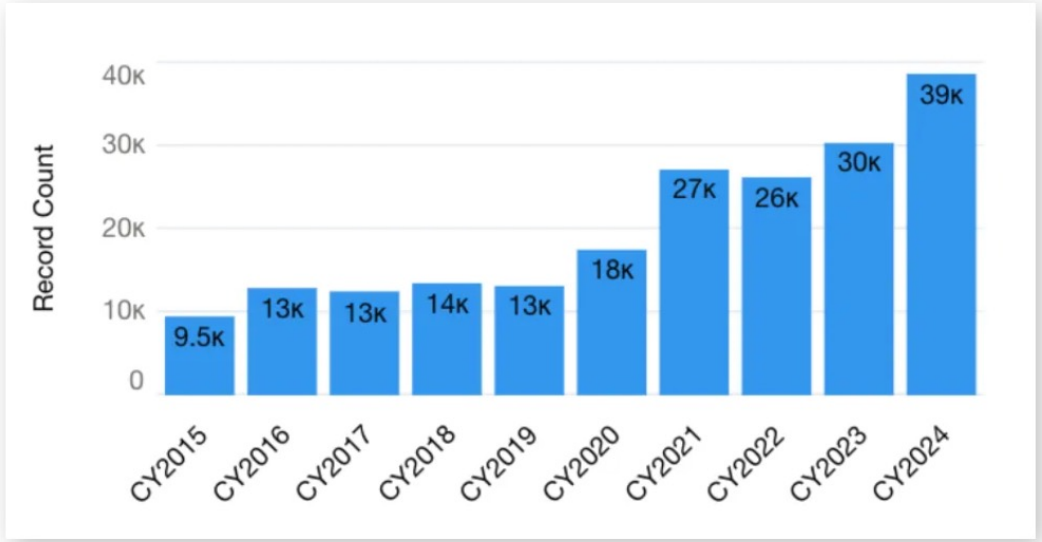
APA State of Membership

End-of-Year Membership Summary

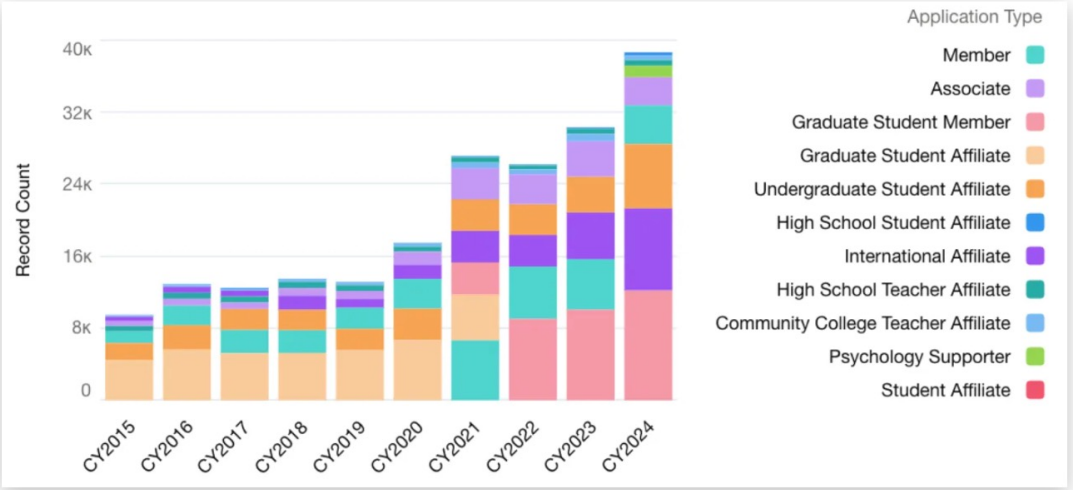
Membership Trends

All member types increasing — students are largest source of new members.

Total New Members Annually

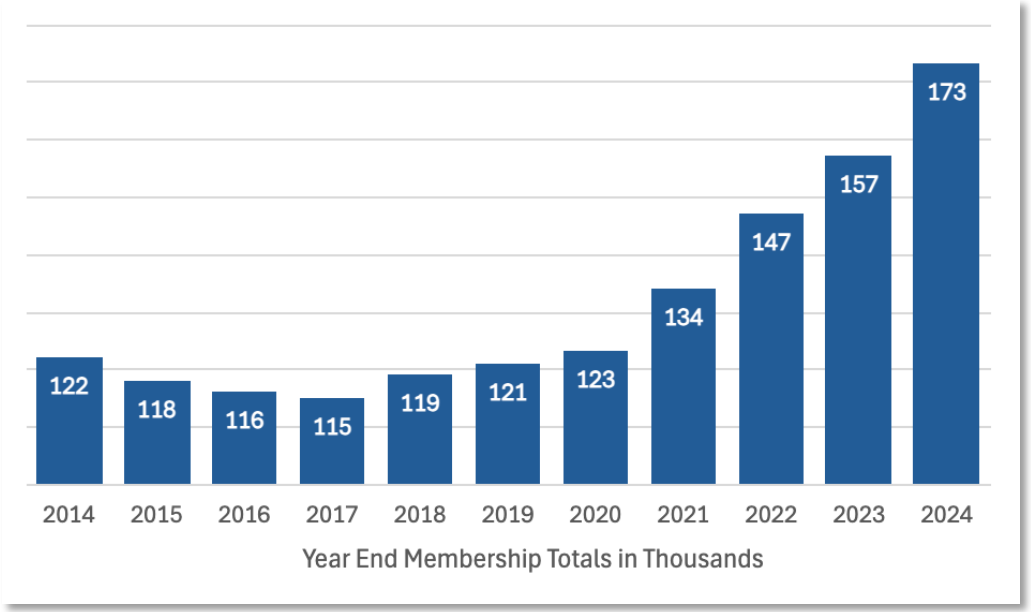


New Members by Category



Year End Membership Totals

APA membership grew by 10.2% this year.



Year End	Member	Associate	Student	Internatior	Teacher	Supporter	Total	Change
2014	73,100	6,900	34,800	3,500	3,600	0	122,000	
2015	71,500	6,800	32,000	3,700	3,700	0	118,000	-3.3%
2016	70,000	6,400	31,400	3,900	3,900	0	116,000	-1.7%
2017	69,100	6,000	31,400	4,200	4,000	0	115,000	-0.9%
2018	70,600	6,100	32,400	5,300	4,300	0	119,000	3.5%
2019	72,000	6,400	32,800	5,600	4,400	0	121,000	1.7%
2020	70,900	6,500	34,700	6,600	4,400	0	123,000	1.7%
2021	74,000	9,100	37,400	9,100	4,600	0	134,000	8.9%
2022	77,200	11,700	41,500	11,600	4,800	0	147,000	9.7%
2023	79,400	13,800	44,100	14,800	5,200	0	157,000	6.8%
2024	77,100	15,000	53,100	21,300	5,300	1,300	173,000	10.2%

APA Member Satisfaction

Member Satisfaction Remains Positive	71% of members are satisfied with APA membership (rated above 4 on a 7-point scale).
Most Members Are Likely to Renew	85% of APA members are likely to renew membership.
Member Satisfaction is Increasing	NPS (+14), satisfaction, and renewal likelihood are all higher than in 2023.
APA's Highly Rated Services and Products	In 2024, APA divisions, psychological news and trends, the *Monitor on Psychology*, and APA publications ranked as the most highly rated services and products among members.

Member Diversity



- 30,000 members with diverse racial identities.
- Percentage of members identifying as female increasing yearly.
- International membership increasing (223% from 2020 to 2024).



Best Practices for Recruitment

Eleven Guidelines for Attracting New Members

Develop a Marketing Strategy

Recruiting new members to your group is more than just spreading the word—it requires a thoughtful, strategic approach to marketing.

The following are 11 best practices to ensure your success.



Define Your Audience



- Who are you trying to reach?
- Identify your constituents who are not yet members.
- Focus on career stage.
- Consider other demographics: subfields, interests, and professional needs.

Understand Your UVP

- UVP: Unique Value Proposition.
- Identify your top three to five reasons for membership.
- Leverage data (e.g., surveys, focus groups, post-event polls).
- Develop a concise value prop statement.



Develop a Compelling Message



- Keep it clear and concise.
- Tailor it to different groups.
- Highlight key benefits that would appeal to your target audience(s).

Develop an Integrated Approach

- Email and direct mail
- Advertising—both print and digital
- Social media platforms
- Your website
- Print materials
- Industry events and partnerships



Optimize Your Website



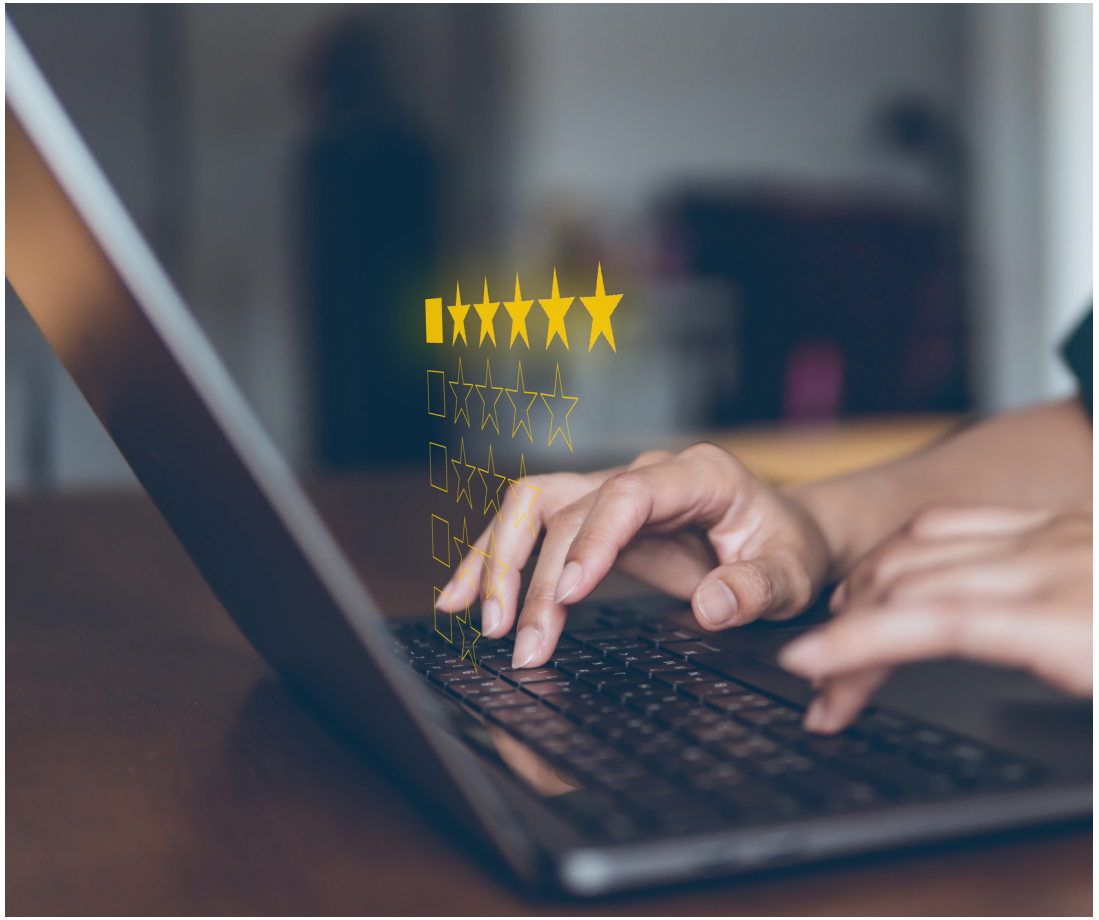
- Keep it updated (membership benefits, announcements, and resources).
- Ensure it's easy to navigate.
- Make sure a "Join Now" button is clear and visible throughout your site.

Promote Your Resources

- Offer premium content (e.g., articles, webinars, white papers).
- Give limited access to some resources.
- Use sign-up forms for gated content to capture leads.



Build Trust and Credibility



- Share testimonials, success stories, and endorsements from current members.
- Partner with trusted industry influencers.
- Build brand ambassadors.

Host Events and Information Sessions

- Host both virtual and in-person events.
- Create networking opportunities for prospective members.
- Extend a special membership offer to non-member attendees



Start a Referral Program



- Offer member incentives (e.g., discounts on dues, conference fees, or branded merchandise).
- Create a landing page with clear instructions.
- Track, acknowledge, fulfill.

Track and Analyze Results

Determine key performance indicators (KPIs).

- Email open rates
- Website traffic
- Event attendance
- Membership growth

Track data to determine what's working and refine what's not.



Provide a Great Member Experience



- Provide a welcoming onboarding experience.
- Offer immediate access to resources and networking opportunities.
- Deliver excellent customer support.

In Summary

Successful member recruitment requires:

- A clear understanding of your audience.
- A strong value proposition.
- Compelling, multi-channel communication.
- Credible voices and experiences.
- A member experience that keeps people engaged.





Marketing Campaigns & Samples

From APA Membership Marketing

APA Member Recruitment: Flash Sales









APA Member Recruitment: Emails

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Rebecca,

Are you looking to take your career in psychology to the next level? Do you want access to cutting-edge research, training, and networking opportunities? If so, APA is the place for you.

Invest in Yourself

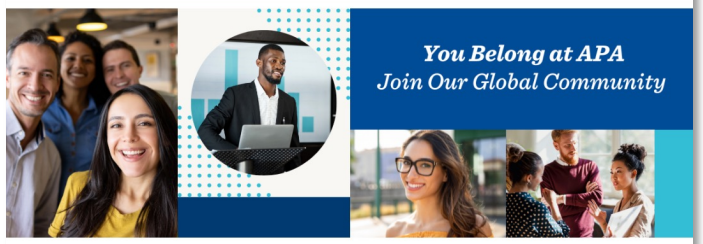
As an APA member, you'll have access to a wealth of resources designed to support your professional development. You'll be able to stay up to date on the latest research and industry trends, connect with other professionals in the field, and access exclusive training opportunities to help you grow your skills.

APA is more than just a professional organization — it's an investment in your future. By joining APA, you'll be demonstrating your commitment to the field of psychology and to your own growth as a professional. You'll have access to a community of like-minded individuals who will support and encourage you along the way.

Don't miss out on this opportunity to invest in your professional future. Join APA today and take the first step toward a brighter tomorrow.

APA Membership Office

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Rebecca,

Are you looking for a community where you belong? A place where you can connect with like-minded professionals, access the latest research, and grow your career? If so, APA is the perfect place for you.

Find Your Place

Joining APA means joining a vibrant, diverse community of passionate psychologists who are dedicated to advancing the field. Whether you're a seasoned professional or just starting out, there is a place for you here. As an APA member, you'll have access to exclusive resources, training opportunities, and events that will help you reach your full potential.

But APA is more than just a professional organization — it's a family. Our members support each other through the ups and downs of their careers, celebrate each other's successes, and work together to create a better future for psychology.

Don't miss out on this incredible opportunity. Join APA now and start taking advantage of everything we have to offer.

APA Membership Office

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Amy,

As the CEO of the American Psychological Association (APA), I am honored to invite you to **join our vibrant community of researchers, educators, clinicians, consultants, and students in psychology**.

APA is the largest scientific and professional organization representing psychology, dedicated to advancing the field and using psychology to benefit society and improve people's lives. We support our members' professional growth and development by providing access to cutting-edge research, training, and networking opportunities; advocating on behalf of psychology and psychologists; and elevating the role of psychology in addressing critical societal issues.

As an APA member, you will have exclusive access to a wealth of resources designed to support your professional success. You will become a part of a global community committed to advancing the entire field of psychology and improving broader society. You will have opportunities to connect with colleagues, build relationships, and make a positive impact in the world.

I invite you to join APA today. Together, we can create a brighter future for psychology and for the world around us.

Start Your Membership

Sincerely,

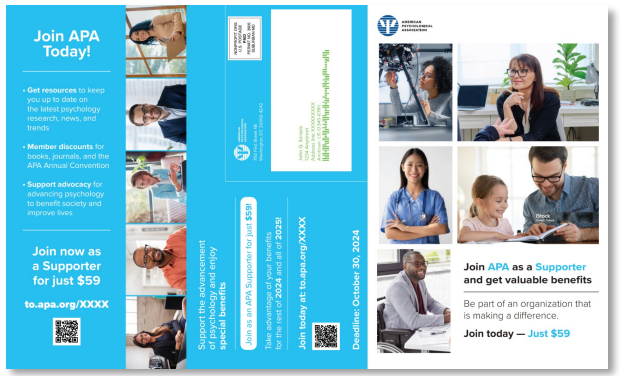
Arthur C. Evans, Jr., PhD
Chief Executive Officer and Executive Vice President

APA Member Recruitment: Direct Mail









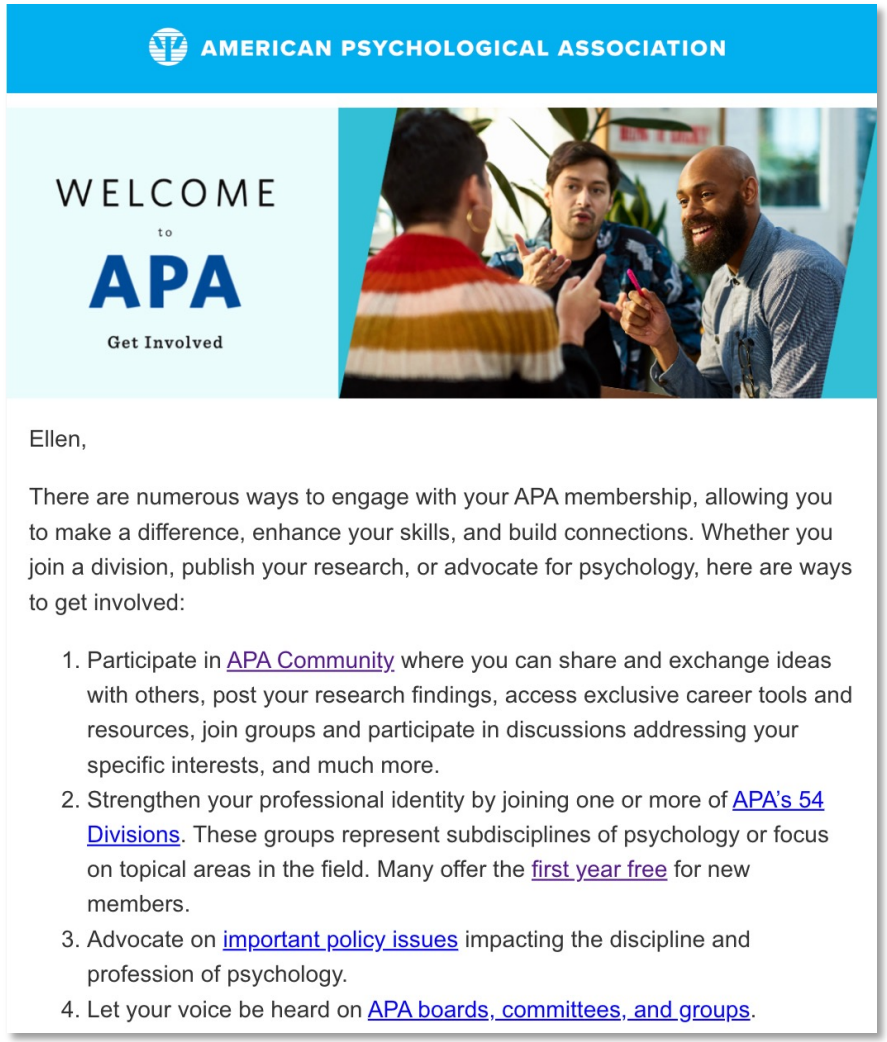


APA Divisions: Promotions



- Dedicated landing page
- Banner ads
- Acquisition journey emails
- Print ads
- Social media
- APA Merch Store tee
- APA Membership Pavilion
- Direct mail

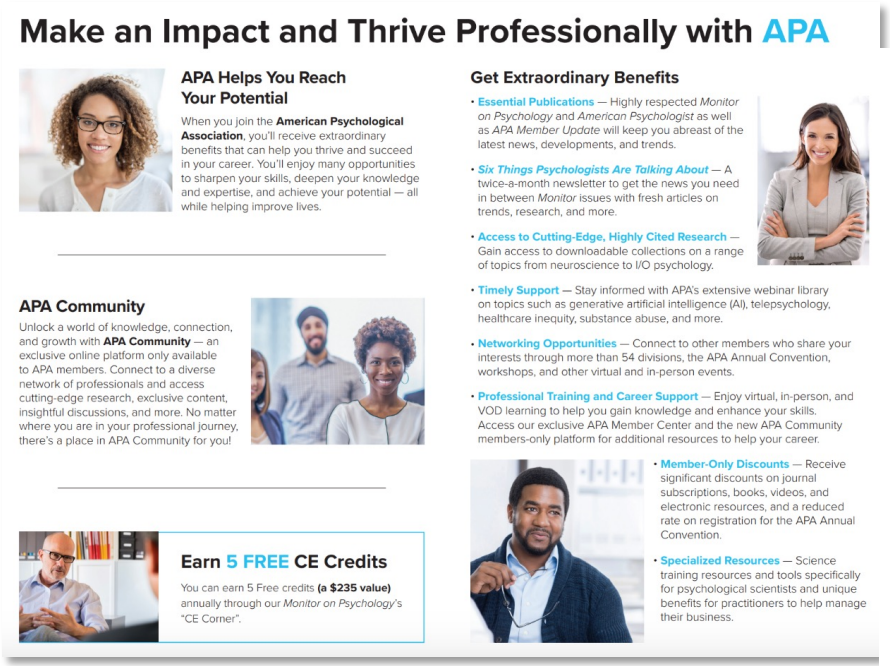
APA Divisions: Emails, Social, Print







APA Divisions: Direct Mail, Banners, Merch



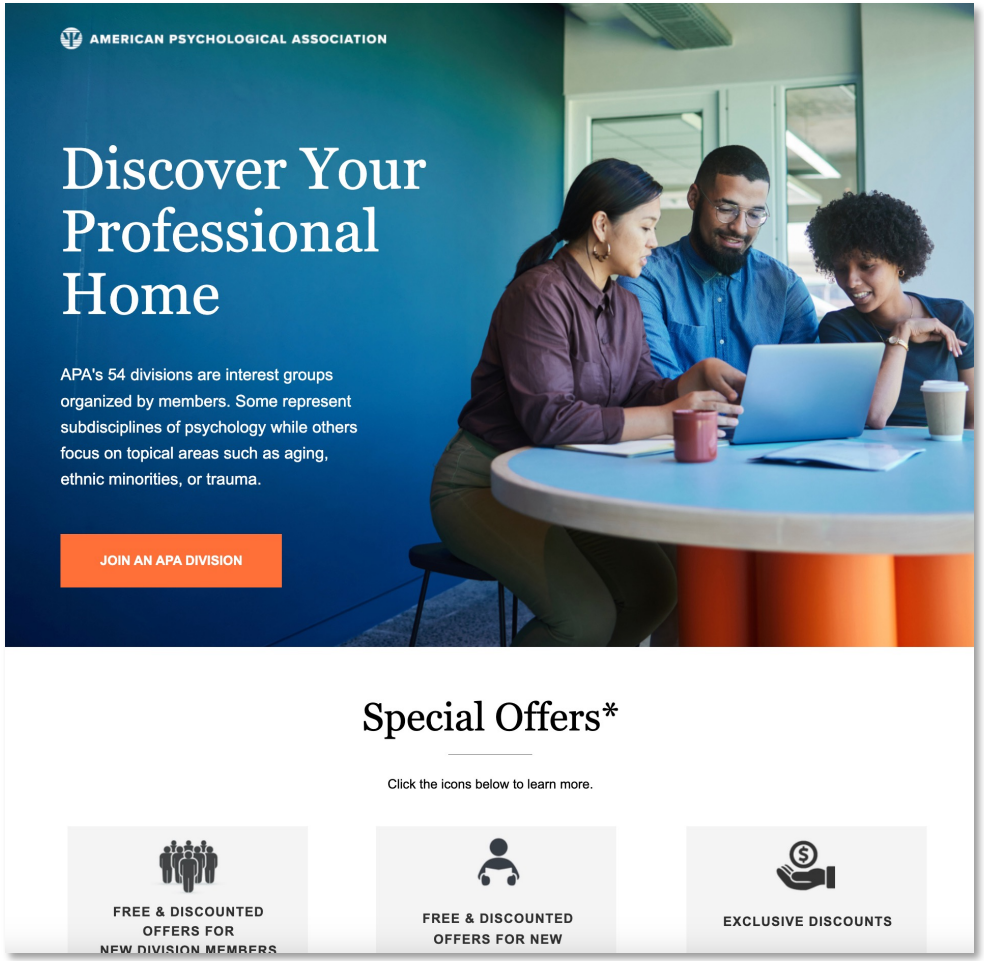








APA Divisions: Landing Page







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