



FEDHub: The NARFE Online Member Community

Connecting Members and Building Membership

What is an online/virtual community?



Think Facebook/LinkedIn/Reddit branded to NARFE

- Forum to post ideas, ask questions, etc.
 - Only NARFE members will have full access to participate
 - Non-members will be able to see certain discussions
- Facebook – Groups / FEDHub – Communities
 - General discussion community
 - Communities specific to topic, demographics, agencies, etc.
 - Create communities around events, webinars, etc.
 - Interaction with speakers, subject matter experts, etc.

Member engagement

- Dedicated communities connect members virtually at the federation/chapter level
 - Increase engagement and participation
 - Convenient, especially for current Feds
 - Online presence that doesn't require a webmaster
- Topic-specific
 - Share ideas and solutions across the country
 - Agency-specific, job-specific, etc.
 - Federation/Chapter/Officer communities
 - Example: Connect federation/chapter officers around the country to share ideas, discuss governance, etc.

Why an online community?



Member engagement

- Improve member communication
 - Incorporate into welcome/onboarding (1st year) and ongoing communication strategies
 - Automated messaging at preset intervals
 - Driven by data in AMS
 - Drive engagement & promote stronger connection to NARFE

Why an online community?



Attract prospective members

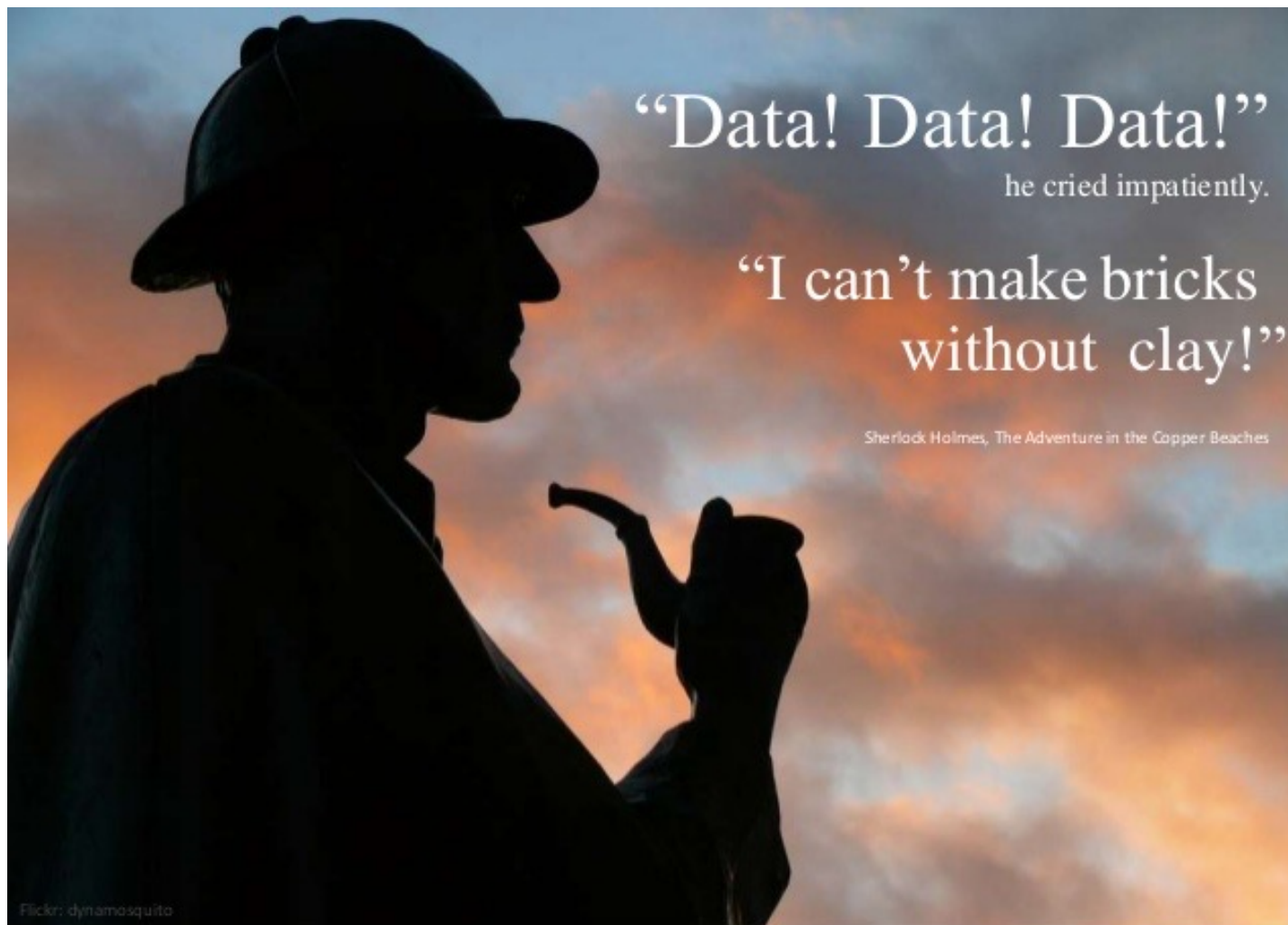
- NARFE Membership Strategy – “A path to membership”
 - Educational content greatly enhances SEO (user-generated content even more so), driving platform higher in Google search results for the key terms our target audience is looking for
 - Visitors can view the site and see discussions—when they try to interact, they’ll be routed to membership promo and prompted to provide their contact info to learn more
 - System targets prospects with emails to engage with NARFE and get them to join

Generate non-dues revenue

- Ads, sponsored content, etc.
- Defray operating costs and ultimately pay for itself

Product features

- ✓ Live chats, scheduled or organic
- ✓ Idea boards/Topic generation to spark discussions
- ✓ Polls and surveys to engage and foster participation
- ✓ Event promotion with opportunity for speaker interaction
- ✓ Mobile-responsive site **and app** to connect from anywhere
- ✓ Libraries house content and help attract Google searchers
- ✓ Integration/automatic syncing with AMS
- ✓ Integration for content distribution on social networks
- ✓ Analytics, because...



How does it work?

Example – ASAE Collaborate



collaborate.asaecenter.org/home?myVolunteerOpportunitiesfilterByOptions=undefined

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CONVERSATION AND COMMUNITY CONNECTED BY ASAE

COMMUNITIES NETWORK VOLUNTEER EVENTS TIPS & TRICKS

Welcome back, **David Bowman**
PROFILE COMPLETION 62%

- MY PROFILE
- MY NETWORKS
- MY SUGGESTED CONTACTS
- MY COMMUNITIES
- MY SETTINGS
- MY INBOX

GETTING STARTED

- POST A MESSAGE
- SUGGESTED COMMUNITIES
- START VOLUNTEERING

GETTING STARTED

MY ACTIVITY FEED

ALL DISCUSSIONS

RE: Feathr - what are you paying (ballpark)?
POSTED BY: CURTIS KITCHEN, CAE, 2 MINUTES AGO
Found in: [Marketing Professionals Community Discussions](#)

RE: Seeking e-Newsletter/Member Update email examples
POSTED BY: TAYLOR LEE, 13 MINUTES AGO

Collaborate

Browse our communities to see what is being shared or discover new communities and contacts.

From My Communities FROM ALL COMMUNITIES

FILTERS

- All
- Discussions
- Volunteer Opportunities
- Shared Files
- Events

SUGGESTED COMMUNITIES SUGGESTED CONTACTS

Let's Talk Research Chats! Big Ideas, No Budget
EVENT
Let's Talk Research Chats are virtual informal gatherings to discuss topics related to harnessing and applying data to advance your work. These gatherings are a perfect opportunity to connect with other ...

RE: Membership Forecasting Templates
DISCUSSION POST
BY: ROBERT RADER, AN HOUR AGO
Hi Suzy. This is incredibly hard. We have a great forecasting tool that we use, but will check with our finance team to see if it's something we ...

RE: In-Between Solution for Webinar/Virtual Event
SHARED FILE
POSTED BY: LANCE SIMON, CVER, 3 HOURS AGO

Let's Talk Research Foresight to
EVENT
Let's Talk Research discuss topics related to advance your work to connect with c...

Membership Professionals Community Digest for Tuesday August 10, 2021 - Message (HTML)

File Message Help Tell me what you want to do

Delete Archive Reply Reply All Forward Share to Teams Quick Steps Move Tags Editing Immersive Translate Zoom Send to OneNote Insights

Membership Professionals Community Digest for Tuesday August 10, 2021

ASAE Collaborate <DoNotReply@ConnectedCommunity.org> To: Dave Bowman Wed 8/11/2021 4:05 AM

AC

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

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CONVERSATION AND COMMUNITY CONNECTED BY ASAE

Membership Professionals Community

[Post New Message](#)

Aug 10, 2021

Discussions

[Sample Ballot Forms Needed](#) [ⓘ] started 17 hours ago. [Michael Rosenberg](#) (0 replies)

1. [Hi everyone, We are looking for sample...](#) Michael Rosenberg

[Chapter Benchmarking Survey - weigh in](#) [ⓘ] started 17 hours ago. [Peggy Hoffman, FASAE, CAE](#) (0 replies)

2. [Wondering how your chapter and local/regional...](#) Peggy Hoffman, FASAE, CAE

[Membership Engagement Tools/Software](#) [ⓘ] started yesterday. [Karin Castro](#) (4 replies)

3. [Karyn, my association does not have the budget...](#) Elizabeth George

4. [Check out Vanilla Forums](#), Veronica Blatt

5. [You may want to look at Sengji](#) (Donna Yudkin

6. [I'm also interested in exploring options for new...](#) Lori Gardner

[Database Management](#) [ⓘ] started yesterday. [Angela Lee](#) (1 reply)

7. [Angela, I would suggest picking up skills in...](#) Kenjie Davis

[top](#) [next](#)

1. [Sample Ballot Forms Needed](#)

Site development

- Integration with database
- Staff team working on multiple elements
 - Design/layout
 - Content generation
 - Ads/sponsorship
 - Terms & conditions/moderation
- Beta testing and content seeding
 - Will need help from members
 - Testing prior to launch
 - Volunteers to go on and post content and generate activity after launch

WELCOME TO FEDHUB!

Thank you!