



# New Member VIP Program

## What We Know

Effective onboarding drives member retention. What happens in the first 30 days of membership makes a significant and lasting impact on how long new members will stay at your facility.

In fact, our recent **ROI Study** showed that onboarding increases the member length of stay by 100%. **As a result, the lifetime value of each onboarded new member doubled.** The increased value of each onboarded member had a significant impact in overall membership revenue.

## Onboarding Analysis

	6 Month Retention	12 Month Retention	18 Month Retention	Median Membership Life	Lifetime Value @ \$40/month
Non-Onboarded	68.3%	50.4%	39.1%	12.0 months	\$480
UFIT 1 Only	80.7%	59.5%	45.4%	16.1 months	\$644
UFIT 1 & 2 Only	85.8%	65.6%	51.9%	20.0 months	\$800
Graduated UFIT 3	89.4%	75.2%	60.8%	>24 months	>\$960

## The Pinch Point

Since onboarding has proven to be so effective, the key to maximizing retention gains is funneling the most members possible through your onboarding program. **The pinch-point in this process is to convince members to schedule the first appointment with a coach at the point of sale.** The reason this is such a challenge is often due to a gap between what new members want and what we offer them:

**How it's usually positioned:** We tell new members that they're going to meet with a wellness coach to set goals and explore barriers. When onboarding is described this way, our data shows that 50-75% of new members decline the program.

**What members want:** If we tell new members they can get a free workout with a personal trainer they opt in about 60% of the time. Unfortunately, research shows that giving members this free session with a personal trainer has ZERO impact on member retention.

# Introducing the New Member VIP Promotion!

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Taking all of these variables into consideration, we are excited to announce the **New Member VIP Promotion**. At its core, **this promotion is designed to drive more new members through your onboarding program by:**

1. Aligning what members want (customized workout, free programs, guest passes, etc.) with what we know they need (behavioral coaching).
2. Incentivizing behaviors we know drive retention (onboarding, early stage usage, social support) with currencies that are meaningful to the member.
3. Positioning the VIP program as an expected part of the new member experience and assigning a value to it.



**We are looking for a select group of customers to pilot this new program and provide feedback that will inform future software development.** While the program is in its pilot phase the incentives will be managed locally at the branch level. If the pilot shows the expected impact we plan to automate many of these functions in the existing MobileFiT platform.

If you're selected to participate in the learning cohort you'll receive:

- Marketing collateral
- Webinar trainings
- Cohort Discussions
- Ongoing support
- Impact analysis

The result will be a simple process to drive more people into your onboarding program without being an extra burden on your staff.

## How to Participate

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We are excited about working together to further increase retention at your association and help your team make lasting impacts on your members. Here's what we need from you:

- An email expressing your interest in the promotion
- Participation in 3 webinars between December and March
- Willingness to launch the program between January and March
- Provide a data export for an impact analysis at the end of the promotion period
- Complete a brief feedback survey before, during and after promotion



To get more information or to express interest, please contact Kelly Kidd at (205)529-4616 or [kelly@mobilefit.com](mailto:kelly@mobilefit.com)