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# MAXIMIZING MEMBER ENGAGEMENT: TOOLS & STRATEGIES THAT STICK

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# AGENDA

- Start with your purpose
- Identify your audience
- Analyze the current state of your member engagement
- Types of engagements
- Examine real case studies... from you!
- Case studies from DYBIA
- Learnings to take with you
- Final reflection



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## QUICK CHECK: HOW WOULD YOU DESCRIBE YOUR CURRENT MEMBER ENGAGEMENT STRATEGY OR PROCESS IN 1 WORD?

- Thriving
- Inconsistent
- Reactive
- Struggling
- Non-existent
- Other word?

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PERFORMANCE



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# START WITH THE PURPOSE

## In 2023...

- Reactive member engagement
- Partnerships and engagement were limited to known business contacts
- Board succession missing
- Strategic Planning process highlighted the gap

Initiative	Description & Rationale
Engagement Strategy	<ul style="list-style-type: none"><li>• Low member engagement was highlighted as a key organizational challenge and risk to delivering on the priorities within the plan</li><li>• The engagement strategy will outline specific tactics to be pursued over the coming years in order to increase awareness of the BIA and depth of involvement</li><li>• Actively running training sessions on a variety of topics</li></ul>

## DYBIA GOAL

Championing diverse businesses, experiences and amenities while ensuring members have the resources they need to succeed.



# START WITH THE PURPOSE

**What is your goal for member engagement? Is it:**

- Increased awareness of the BIA
- Identifying potential partners
- Bettering the relationship the BIA has with businesses
- Identifying Board candidates
- Or something else?

**Take 5 minutes to work through this question**

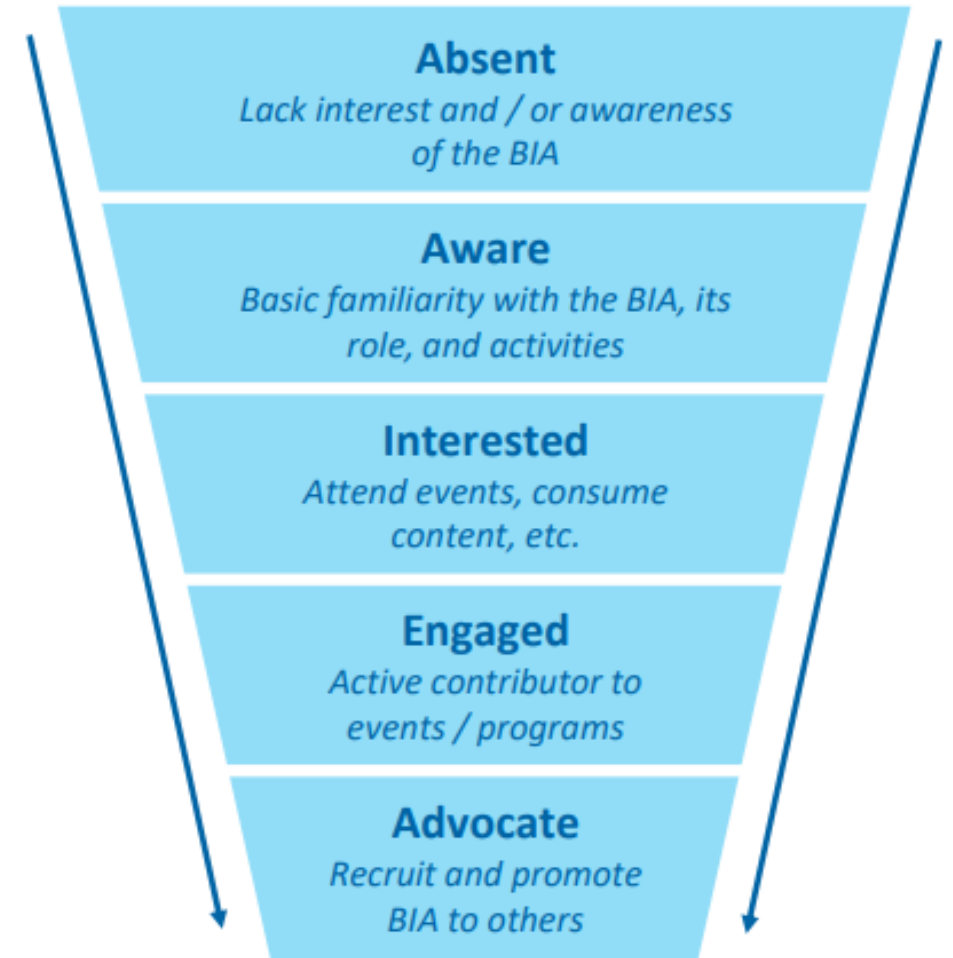


# TYPES OF MEMBERS

## Key elements of the approach

- The engagement funnel provides a framework for categorizing members based on interest in the BIA's value proposition:
  - Information sharing
  - Training & education
  - Local promotions
  - Government advocacy
  - Community services
- Objective: Over time, members move down the funnel to higher levels. Efforts are prioritized to where the proposition is strongest.

## Engagement Funnel





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PAY PARKING ENFORCED  
STANDING  
7:00AM - 6:00PM  
SAT 8:00AM - 9:00PM  
SUN 10:00AM - 9:00PM  
3608

# YOUR TURN!

Can you identify how many members you have in each type?

Who are your hardest members to reach?  
Why?

Let's regroup and discuss your findings in 5 minutes



# WHAT IS THE CURRENT STATE OF MEMBER RELATIONSHIPS?

**Think about 1-3 businesses you have good relationships with.**

- What does the relationship look like?
- What are their asks?
- How often are you engaging with them?
- What does the BIA gain from the relationship?  
What does the member?

## **Real-world DYBIA Examples**

- Guac Mexi Grill: New business that appreciates connections
- Little Canada: Established business that engages through advisory groups, social media and newsletter postings.



Take a few minutes to answer this question on your worksheet.



# WHAT TYPES OF ENGAGEMENTS ARE THE FOCUS?

Passive	<ul style="list-style-type: none"><li>• Newsletters</li><li>• Social media</li><li>• Annual report</li></ul>
Interactive	<ul style="list-style-type: none"><li>• Surveys</li><li>• 1:1 check-ins</li><li>• Open forums</li></ul>
Collaborative	<ul style="list-style-type: none"><li>• Working groups/committees</li><li>• Member task force</li></ul>
Co-Created	<ul style="list-style-type: none"><li>• Co-designed workshops or events</li><li>• Pilot programs with members</li><li>• Member-led initiatives</li></ul>
Others?	<ul style="list-style-type: none"><li>• What are some other types you've used?</li></ul>

## CAPACITY VS IMPACT

Ensure you consider capacity, resource need and what the maximum impact is of the initiative. Is it worth the resources needed to execute?



## LET'S EXAMINE REAL WORLD CASE STUDIES... FROM YOU!

In pairs or small groups, discuss any of the following:

- An unsuccessful engagement attempt or idea
- A high-impact low-budget strategy that worked

Consider these questions in your discussions:

- What worked? Why?
- What didn't? Why?
- What would you replicate?



# NOT EVERYTHING WORKS...

## Meet 'n Greet

- What didn't work?
  - Not topic-specific
  - No specific value-add to members
  - Attempted before we had built up our member engagement work
- How did we use the learnings?
  - Member meetings must have a reason with a takeaway for businesses
  - Include all forms of outreach
  - Intersperse with meeting them where they are



## HOWEVER, A SMALL CHANGE CAN MAKE A BIG IMPACT

### Reframing who we engage with

- Originally targeted employees during our member audit, but challenges arose and follow ups were not as fruitful
- Pivoted to targeting managers & owners, which became more beneficial when sharing information
- Lead to more in-depth and consistent engagements
- However, follow-ups tend to be needed due to unavailable managers, owners, & new employees



## IT'S YOUR TURN!

### Take home the Strategy Development Worksheet and develop your own member engagement strategy

- Engagement goal
- Target segment & why
- Capacity limitations/considerations
- Reflecting on current/future engagement methods
- Measurement

## CONSIDER...

- Is this within your BIA capacity?
- Are you solving a real membership need?
- Do the engagement methods align with the types of engagements you want (i.e passive, active, etc.)
- Where might you run into challenges? How can they be mitigated?



# SOME LEARNINGS THAT MIGHT BE HELPFUL

**Bring something with you that you can leave with the business**

- Use it as a conversation starter

**Always take business cards with you**

**Target the right people and ask for direct contacts**

- Focus on managers, supervisors or owners

**If managers or owners don't respond, start with employees.**

- Remember to tailor your engagements based on who you're speaking to

**Guide them through the conversation they want to have, even if it's unrelated to why you're there**

**Be prepared to call ahead or make multiple follow ups**





## WHAT DOES MEMBER ENGAGEMENT LOOK LIKE TODAY?

### It's a work in progress...

- Created an award-winning strategy
- In the middle of executing the strategy, tweaking when necessary
- Building member engagement into the everyday work we do to not overbear the team
- Outsourced the time-heavy items
- Identified future goals for member engagement and hired a full-time community engagement coordinator





# FINAL REFLECTION

One member engagement habit I will START

One member engagement habit I will STOP

One mindset shift I am taking away



# THANK YOU FOR YOUR ENGAGEMENT & PARTICIPATION!

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