



# Boost Member Engagement With Non-Insured Benefits

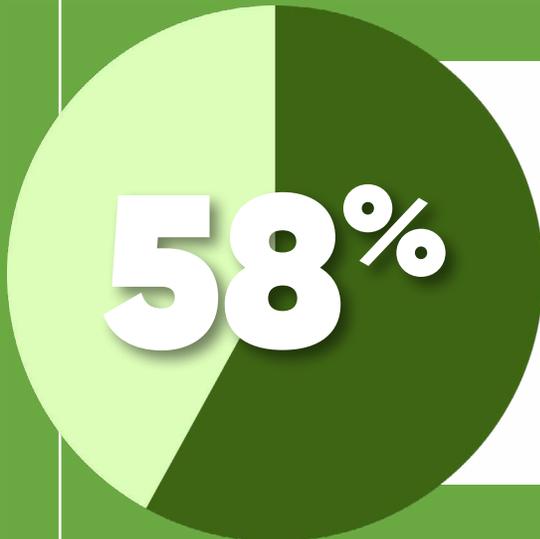
HOW TO CREATE A BENEFITS PROGRAM IN FIVE STEPS

# Unlock More Value for Your Members

## Use Benefits to Strengthen Engagement and Loyalty

In today's competitive landscape, associations and affinity groups face growing pressure to prove their worth. With members juggling countless demands – and just as many association options – you must go beyond the basics to attract, retain and engage members. Networking events, newsletters and thought leadership are important, but they're no longer enough on their own.

To truly stand out, you need to offer something your members can use and appreciate year-round. Something that provides meaningful value in their everyday lives. That's where non-insured benefits come in.



## 58% of associations describe their value as compelling.

According to the 2024 Membership Marketing Benchmarking Report, associations say member value is one of the strongest predictors of growth – and 58% report seeing positive trends in the value they provide. Do your members feel like they're getting the most from your organization? If not, it may be time to add new perks to help strengthen retention, attract new members and support your growth strategy.

## How to build a benefits program in five steps

In this guide, you'll learn how to design and launch a member benefits program that delivers real value – and keeps your members coming back. Here's what we'll cover:

1. Identify what your members need most.
2. Select benefits that match member needs.
3. Launch your program and drive enrollment.
4. Keep members engaged, month after month.
5. Maintain momentum, year after year.

## What are non-insured benefits?

Also known as voluntary benefits, non-insured benefits are services and resources you can provide to your members that help you create lasting loyalty while expanding the reach and impact of your membership program.

Benefits can take many forms and can include:

- Health discounts: lab testing, imaging, diabetes supplies, chiropractic care
- Advocacy programs: cancer navigation, fertility resources, caregiver support
- Financial tools: tax hotlines, financial wellness and support
- Protections: legal services, identity theft monitoring, roadside assistance
- Virtual care: telemedicine, virtual primary care, counseling services, behavioral health support

### Unlock the benefits of benefits

Associations across industries are realizing the power of non-insured benefits – not only as valuable resources for members, but also as strategic tools that boost engagement and strengthen member loyalty.

By incorporating non-insured benefits into your membership offering, you can:

- Provide real, practical value that improves members' lives
- Differentiate your membership from the competition
- Support underserved needs without increasing dues
- Create new, non-dues revenue streams

## A New Benefits success story: Alpha Phi Omega

When associations align the right benefits with their missions, the impact can extend far beyond member satisfaction. For Alpha Phi Omega, working with New Benefits has helped the organization provide new layers of support for its members.



*"Partnering with New Benefits allows us to extend valuable resources that align with our mission of service and leadership, ensuring our members are well-equipped to make a positive impact in their communities."*

– Ashlee J. Sundermann  
CNP, Director of Member Engagement, Alpha Phi Omega

# Step 1 Identify What Your Members Need Most

Before you can offer the right benefits, you have to know what your members truly value. Guesswork won't cut it – and assuming everyone wants the same things can lead to wasted resources and underused programs. Understanding member needs is the foundation of any successful benefits strategy. When you take time to uncover what matters most to your audience, you're not just choosing benefits: you're demonstrating that your organization listens, adapts and cares.

## Start by asking the right questions

Don't wait for members to speak up. Be proactive and ask:

- What types of benefits would most help you in your daily life?
- Are there areas that you feel are undersupported or underserved?
- What challenges (financial, health, work-life balance) do you currently face?
- What types of services would make your membership more valuable to you?

These open-ended prompts can reveal unexpected insights and help you focus your efforts where they'll have the biggest impact.

## Gather meaningful input

There's no one right way to conduct member research, but the key is to make it consistent and accessible. Mix digital outreach with more personal methods for a complete picture. Here are some tactics to consider:

- Email surveys: Quick, easy and scalable
- Website feedback forms: Always available for ongoing input
- Social media polls: Great for rapid, informal feedback
- Member focus groups: Deeper insights from diverse perspectives
- 1:1 conversations: Important with your most engaged members or board leadership

The more channels you open, the more likely you are to uncover patterns and themes that guide your benefits strategy.

## Assess your benefits landscape

Already offering benefits as part of membership? Then look for opportunities to supplement your existing package with services that align with your mission and enhance what's already in place. If most of your members receive insured benefits – like health, dental or vision – through their employers, focus on filling the gaps. Consider adding support in areas like caregiving, mental health, financial wellness or legal protection. The goal isn't to offer more benefits. It's to offer smarter benefits.

## Pro Tip:

Regular member research leads to smarter benefit decisions. According to the 2024 Membership Marketing Benchmarking Report by Marketing General Incorporated, 38% of associations conduct member research annually – and see stronger engagement as a result.

# Step 2 Select Benefits That Match Member Needs

Not all benefits are created equal. The right offerings depend entirely on your member base and what you've learned from listening to them. The member research conducted in Step 1 should be your roadmap for future planning. Use it to identify what's missing, what's meaningful and what's likely to improve your members' lives in a tangible way.

## Let member needs drive your benefits strategy

Once you understand your members' priorities, you can build a benefits package that aligns with their needs. For example:

- If your membership skews younger, consider financial wellness tools or fitness benefits.
- If your members are middle-aged, focus on fertility benefits or caregiver resources.
- If your membership skews older, benefits like hearing aid discounts or prescription savings may add more value.
- If your members range in age, then consider broad-based benefits like travel discounts, identity theft protection, tax support hotlines or pet insurance.

Think of your benefits strategy as member-centric, not benefit-centric. The goal isn't to offer the most; it's to offer what most matters to your members.

## Go beyond one-size-fits-all

Your members aren't all at the same life stage, in the same profession or facing the same challenges – so why offer them the same benefits? A thoughtful, flexible benefit mix shows that you understand your members and are investing in what matters to them.

One way to personalize your offerings is to create premier membership tiers that include built-in benefits tailored to specific segments of your audience.

You can also give members more choice by using New Benefits' branded storefront to showcase all available perks and let members select the benefits that fit their lifestyles and needs. This kind of flexibility helps your organization stand out and deliver a more personalized member experience.

## Get expert help to curate your benefits package

New Benefits has helped hundreds of associations build tailored benefit packages designed to boost engagement, retention and perceived value. As the nation's leading provider of non-insured benefits, we'll help you identify solutions that align with your goals – and your members' needs.

Want a custom mix focused on health, wellness, protection or financial fitness? We've got you covered. Prefer something more turnkey? Choose from prebuilt packages – with or without telemedicine – that start at just pennies a day per member.

## Pro Tip:

Prioritize simplicity and ease of use. Even the best benefits can go underutilized if members don't understand how or when to use them. Education is key. (See Steps 3 and 4 for ways to enhance communication.)

# Step 3 Launch Your Program and Drive Enrollment

You've built a thoughtful, member-centric benefits program. Now it's time to make sure your members actually know about it. A strategic, far-reaching launch campaign can generate excitement, build early momentum and set the stage for long-term participation. Think of your launch campaign as an ongoing conversation, not a one-time announcement. Use a mix of channels to reach different member segments and repeat your message in fresh, compelling ways.

## Promote benefits across your ecosystem

Start by building a simple, multichannel launch plan. Use the tools already in your toolkit to reach your members where they are:

- Email announcements that clearly explain what's new
- A feature section in your monthly or quarterly newsletter
- Social media spotlights on specific benefits
- A membership perks page on your website
- A short video or webinar to walk through new offerings

## Activate your internal ambassadors

Your launch communications don't have to do all the heavy lifting. One of the most effective ways to build awareness and trust is by enlisting the voices your members already know and respect – your internal ambassadors.

Board members, chapter leaders, committee chairs and active volunteers can play key roles in promoting your new benefits program. Their endorsements add authenticity and can help cut through the noise, especially in peer-to-peer conversations.

## Make it personal

The more relevant your message, the more likely members are to engage with it. Consider segmenting your outreach by member type, age or interests. Highlight benefits that speak directly to the needs of each group, whether those are financial tools for early-career professionals or virtual health services for busy parents.

## Pro Tip:

Ask your broker or benefits provider for launch support. At New Benefits, we equip our clients with ready-to-use tools like customizable brochures, explainer videos and prebuilt email campaigns to help you introduce your program and drive engagement.

# Step 4 Keep Members Engaged, Month After Month

Launching a benefits program is a big milestone. But it's what happens next that really determines success. Engagement doesn't happen automatically. It's nurtured through consistent communication, smart reminders and ongoing value reinforcement. Your members are busy. If you want them to remember (and use) their benefits, you need to stay top of mind – without overwhelming them. The goal is to make benefits feel like an integrated, everyday part of their membership experience.

## Keep benefits front and center

Ongoing engagement is all about visibility and relevance. Keep your program top of mind by incorporating these tactics into your communications strategy:

- A dedicated benefits section on your website that's easy to find, easy to navigate and updated regularly
- A monthly benefit spotlight that showcases a specific offering with a quick summary and member story
- Usage reminders tied to seasonal needs, like ID theft protection during the holidays or tax support in the spring
- Real-world testimonials from members who've used a benefit successfully
- A "Did you know?" series to highlight hidden gems in your benefits bundle

## Tie benefits into your broader engagement strategy

Benefits that connect to your mission – and show up across channels – will always feel more relevant and valuable. When you align them with your events, campaigns and programming, they become a more natural part of your members' experience. For example:

- Hosting a leadership training? Highlight legal services or financial planning tools
- Launching a wellness challenge? Promote telemedicine, gym discounts or mental health resources
- Planning a giving campaign? Tie in caregiver support or community-focused benefits

## Make engagement easy with tech tools

Even the best benefits can go unused if members don't know where to start. That's where smart technology comes in. With New Benefits, you get access to a suite of tools that makes it easy for your members to discover, use and come back to their benefits:

- A branded mobile app puts everything at their fingertips
- A personalized member portal offers guided access and support
- A customizable storefront lets you spotlight top benefits and even upsell additional offerings

## Pro Tip:

Include benefits education during onboarding or renewal. A short email series or checklist for new members can go a long way toward creating early awareness and long-term adoption.

# Step 5 Maintain Momentum, Year After Year

Your members' needs won't stay the same, and neither should your benefits program. The most successful associations treat their offerings as a living resource – one that adapts, grows and improves over time. That's why regular reviews and updates are critical to staying relevant and maximizing impact.

## Keep your program fresh and responsive

Schedule regular checkpoints throughout the year to assess performance and identify opportunities to improve. Here's what that can look like:

- Analyze member usage data: What's popular? What's underutilized?
- Send annual or semi-annual surveys: Ask members what's working and what's missing.
- Phase out low-performing benefits: Free up space and budget for more relevant options.
- Watch industry trends: Stay ahead of what's emerging or gaining traction.
- Update messaging and visuals: Don't let your benefits communications go stale.

## Make a big impact with small changes

Even a single new benefit, spotlight campaign or website promotion can reengage members and reignite interest. Sometimes, all it takes is a well-timed message or a new feature that meets a timely need – like telemedicine during the holidays or roadside assistance for the summer travel season.

## Pro Tip:

Ask your broker or benefits provider to help conduct an annual benefits audit. They can help you assess what's working, remove what's not and recommend trending benefits to keep your program current and compelling.



## Ready to Elevate Your Member Experience?

Non-insured benefits are more than a “nice-to-have” – they’re a smart, strategic way to deepen member value, boost loyalty and set your organization apart. And with the right partner, launching a successful program is easier than you think.

At New Benefits, we specialize in helping associations like yours build custom benefit packages that align with your mission and meet your members where they are. With more than 40 benefits and a team of experts to guide you, we make it easy to create a program that fits your goals. We also provide everything you need for a seamless rollout and sustained engagement, including:

- Customizable brochures and explainer videos
- Prebuilt email campaigns
- A branded app and member portal
- And much more



## Ready to get started?

There are two easy ways to bring non-insured benefits to your members:

- Talk to your broker about integrating non-insured benefits into your member engagement strategy.
- Partner directly with New Benefits to design a tailored plan for your association.

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