



Transforming Member Engagement with AI and Conversational Data Collection

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You've probably heard it: "People today have the attention span of a goldfish." But I don't think that's the real issue. The problem is that people have gotten really good at filtering out unnecessary information. If your message is part of that noise, your members aren't listening. And once they stop paying attention, you lose them.

This is why personalized engagement matters more than ever. At the MSAE Conference on December 3rd at 3:45 PM, I'll be teaming up with Jenna Goins, Director of Membership & Marketing at the National Association of College & University Food Services (NACUFS), in a session titled *"Transforming Member Engagement with AI and Conversational Data Collection."* Together, we'll explore how organizations can break through the noise and deliver engagement that sticks.

Shifting the Mindset: From Information Overload to Personalized Engagement

Too many associations today take a one-size-fits-all approach to communication. NACUFS found themselves in that exact situation: sending the same emails to every member while prospects received nothing. They had no insight into which members wanted specific information, and as a result, members tuned out.

That's when NACUFS changed their mindset. By asking the right questions and using AI to analyze responses, they were able to tailor communications and deliver personalized experiences. They didn't just increase engagement—they improved retention, boosted conference revenue, and even grew sponsorship revenue.

The Ask, Capture, Act Framework: The Foundation of Conversational Engagement

This transformation started with a process they learned from the team at PropFuel, a software company focused on member insight and engagement. The process is simple: ask, capture, act. Engagement begins by asking questions. By asking, you gather member intelligence, which allows you to take more personalized actions. It's all about knowing what to communicate, when to communicate, and who needs to hear it.

Consider the new member onboarding experience. When a new member joins, associations often overwhelm them with a flood of information. But what if, instead, you welcomed them with questions—like “Why did you join?” or “How can we help you?” This leads to personalized actions and avoids the information overload that causes members to disengage.

Putting It into Practice: NACUFS' Conversational Engagement Success

NACUFS implemented this mindset across their member lifecycle. Here's how:

- **Member Recruitment:** By learning more about prospective members' interests, NACUFS tailored their recruitment approach, improving conversion rates.
- **New Member Onboarding:** They guided new members through a personalized journey based on what those members wanted out of their membership.
- **Event Registration:** Their conversational engagement boosted webinar attendance and increased conference revenue.
- **Member Renewal:** NACUFS reduced the time it took to get members to renew, leading to faster payments and higher retention rates.
- **Dormant Members:** They successfully re-engaged members whose memberships had expired, bringing them back into the fold.
- **Sponsorship Revenue:** Sponsors are now engaged through the same personalized communication methods, driving more sponsorship dollars.



After implementing these conversational engagement campaigns, NACUFS' emails are no longer generic blasts. They've moved to targeted, personalized communications where members are seen as individuals, not just job titles and their membership and marketing platforms now integrate seamlessly, which has further improved the overall member experience.

By shifting their approach, NACUFS isn't just driving more engagement—they're changing their reputation.

So, join us on December 3rd at 3:45 PM at the [MSAE Annual Conference](#) in the session titled “*Transforming Member Engagement with AI and Conversational Data Collection*”, and let's rethink how we engage members.

Would you like to learn more about conversational engagement or PropFuel? Email Dave at dave@propfuel.com or visit with him at [MSAE24!](#)



Meet Dave

DAVE WILL has been a member of the association community for nearly 25 years working on technology automation to help associations engage their members better. Dave successfully sold Peach New Media, a Learning Management System for associations, which is now part of Momentive, formerly Community

Brands. Since then, Dave and his leadership team from Peach, built a Conversational Engagement Platform called PropFuel, a platform designed specifically for organizations to personalize member engagement through greater member insight.