

# NCDS Drives Membership Growth with Members-Only Online Community

Members and non-members see North Carolina Dental Society's community as an invaluable member benefit.



## OPPORTUNITY

Around four years ago, members told NCDS that they wanted a place to connect with each other. On top of this, the association started to realize that they needed to revamp their engagement strategy to acquire and retain younger members, especially as long-time members started to retire. They heard from member surveys that their younger member segment wanted to see tangible value and networking opportunities – which led NCDS to the idea of an online, members-only community.

## RESULT

NCDS's Higher Logic Community, NC Dental Connect, gives every member the ability to ask peers questions directly, share resources, and meet colleagues with similar interests. Making the community members-only has helped the association drive more membership growth, since non-members don't want to miss out. This year, their community became a hub of activity for members to share information around the pandemic, helping NCDS to show members special, tangible support in a time of need.

## KEY STATS

NCDS increased new member acquisition by **200%** this summer with exclusive member benefits, including NC Dental Connect.

NC Dental Connect saw **20x** more community engagement during the pandemic.

*"When somebody calls me and says, 'Why do I want to pay for membership?', the first thing I mention is our member community. It's a dedicated, professional community where you can connect with likeminded individuals, ask questions, and learn from your peers. Members find so much value in being able to talk directly with their peers."*

