

### **MEMBERSHIP "BACK TO BASICS"**



#### IMPORTANCE OF RECRUITMENT





Keeps MPI alive

Builds the community

Makes community stronger

 Specifically for our industry – More planners attract suppliers

#### WHO IS RESPONSIBLE



- VP of Membership?
- Chapter Board?
- MPI Global?
- Volunteers?

RECRUITMENT IS EVERYONE'S RESPONSIBILITY

#### WHERE TO FIND PROSPECTS



- Peers
- Business contacts
- Industry events
- Partner Organizations
- Social Media
- Corporations



## "SELLING" MEMBERSHIPS - INDIVIDUAL MI

- 1. Know your MPI benefits.
- Ask the prospect what they want to accomplish through engagement—get them talking about themselves and LISTEN!
- 3. Share <u>your</u> personal story and chapter involvement which also speaks to their interests **YOUR PERSONAL VALUE STATEMENT.**
- 4. Describe specific MPI accomplishments, research, industry recognition and other related info that touches on their interest and how MPI is at the forefront of that information.
- 5. Invite them to attend a chapter event.
- 6. Follow up!

#### "SELLING" MEMBERSHIP - COMPANY



- 1. Review your membership list.
- 2. Identify 3-5 top corporations that you think should have deeper MPI engagement.
- 3. Reach out to active members from those companies.
- 4. Ask to be introduced to the HR/benefits personnel/department head who can make decisions about MPI memberships.
- 5. Schedule a meeting to talk about the benefits of supporting their employees who plan meetings to engage with MPI.
- 6. Ask questions and understand their needs to support their employees.
- 7. Describe Corporate Membership options.
- 8. Invite to a chapter program or signature event.
- 9. Follow-Up!

#### RECRUITMENT BEST PRACTICES



- Share your MPI story
- Bring a colleague
- Invite to events
- Reach out to local companies/HR Representatives
- Attend other industry events
- Create a multi-channel year round communications calendar
- Share the value with sample MPI benefits
- Use the recruitment channels that get the most traffic
- Keep your website content fresh, relevant and appealing
- Be creative partner with other organizations to create awareness





#### WHY IS ENGAGEMENT IMPORTANT



- The only way that MPI is going to grow.
- Indicator of how the chapter is doing to meet the overall MPI mission.
- How you build loyalty.
- How you create passionate members Ambassadors.
- Keeps MPI relevant and essential to their professional and personal growth.



#### MEMBER ENGAGEMENT



- Member engagement is an ongoing initiative.
- Strategy should include multiple opportunities for members to interact with the organization.
- It's delivering ongoing value to your members.
- It begins before a new member joins and throughout their entire journey.

 To be successful: You must <u>first</u> understand what matters to <u>your</u> members.

#### **ENGAGEMENT BEST PRACTICES**

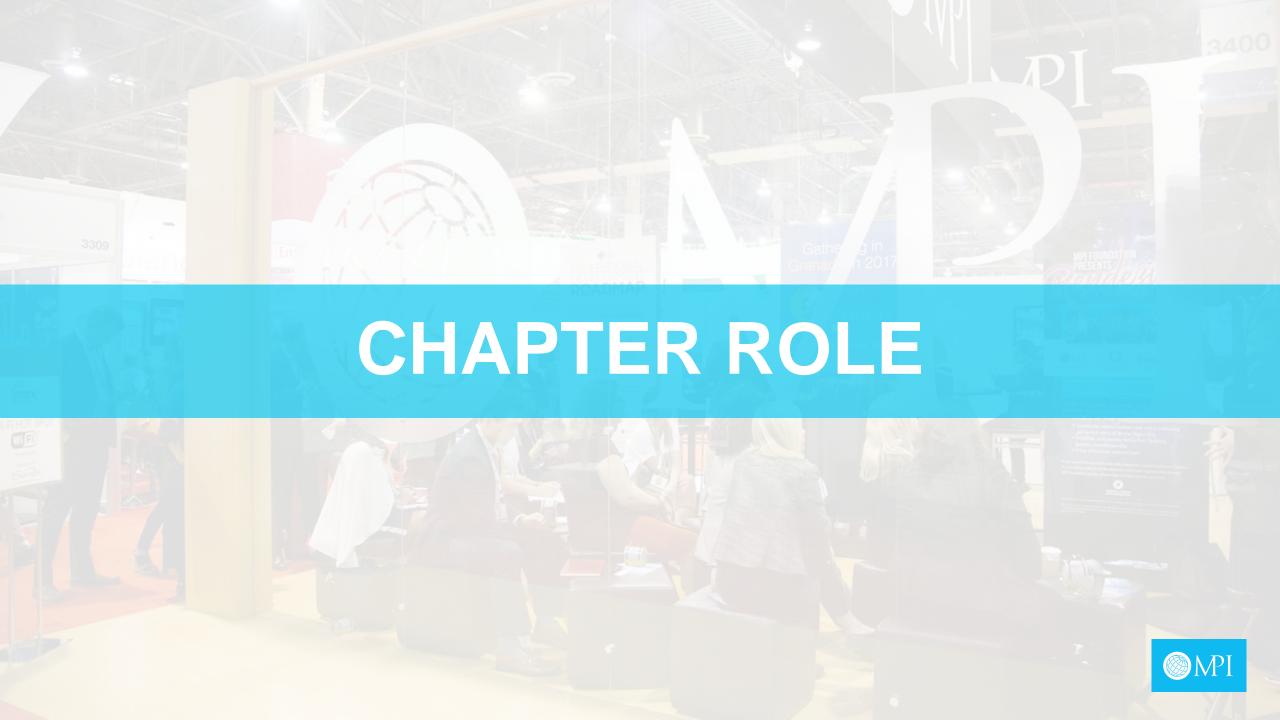


- First-year onboarding
- Recognition at chapter events/newsletters etc.
- Know your members individually and stage in their personal development
- Invite members to volunteer and sit on committees
- Engage them in conversations
- Share your personal successes from MPI and get them to share their goals
- Keep website updated: Share chapter success and program recaps
- Know your at-risk members
- Be relevant: Hold events, programs & activities that your members want
- Have an active chapter community

#### THINGS TO CONSIDER



- What else are you hearing why members don't renew?
- When was the last time you asked your members what they want?
- How are you sharing your MPI story?
- When do you start the renewal process?
- How do you engage members who have cancelled?
- What communication methods/tactics do you use to engage members (first year or existing)?



#### WHY IS YOUR CHAPTER IMPORTANT



# Chapters are critical to MPI's success. They provide:

- Localized benefits
- Continuing education
- Leadership opportunities
- Networking opportunities
- Mentoring opportunities
- Advocates for the MPI mission



## MEMBER LIFECYCLE





#### RECOMMENDATIONS



- Don't wing it
- Create a strong recruitment and engagement plan
- Create renewal communication plan
- Converse with your members
- Everyone must engage



Remember – It's Everyone's Responsibility

#### **NEXT STEP**



Think about the challenges you are facing.

 Separate them into things that you can control and things you cannot.

Which will you tackle with your Membership team?



## **THANK YOU**