



**USA – East Solution Room**

*Facilitators - Carolyn Browning, Kate Copeland, Shannon Jones, Tara Liaschenko*

~140 ppl

**Amt of BOD Experience**

<= 1 year	40%
2-3 yrs	25%
4+ yrs	35%

**Chapter Size**

Small (50-150)	21%
Medium (151-400)	60%
Large 400+	19%

**Biggest Challenges (Gave 5 choices - top 3 are noted)**

Membership	#1
Volunteer Engagement	#2
Meeting in Person	#3

**Are you meeting in person?**

Yes	39%
No	42%
Other (planning on it soon!)	19%

**When you meet in person....**

Hybrid – Yes	84%
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Hybrid - No	16%
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### Succession challenges

- Shannon (current IPP TN) noted that they had challenges filling their PE slot. Had 4 ppl express interest, but the nominating committee felt they were best suited for other positions and left the role open with a plan in place. A “warm body” is not the best idea – need someone with passion, commitment and ability to take on the responsibility.
- Melissa (Potomac) – having similar situation due to COVID job losses/out of industry. Applicants not quite ready
- Several conversations on options – extending terms OOP terms for 6 months for overlap to fast track/train next PE
- Some chapters have sitting president do another year

### Financial assistance/Help for members

- Jill (TN) – their chapter has a hardship assistance program; members can apply for assistance to attend chapter programs. Administrator reviews/administers program. They also have an “Angel Donation” program where members can donate funds to offset members registration
- Reserves are there for a rainy day – member assistance is part of that
- Tara (Georgia)- Their chapter started an IMPACT Fund to assist with membership dues. Both members and sponsors contribute to this fund
- Lauralee (Orlando) mentioned that other associations (SITE) have a button on the reg site for donations to cover the cost of others to attend event. Might be a good best practice

### Recruitment/onboarding

- TN Recruitment - networking/recruiting online has been effective, small intimate groups
- Deana N (Ohio) – mentioned that they just started a mentorship program and was looking for feedback on best practices

### Attrition/Leaving Industry – Retaining Laid Off/Furloughed Members

- Melanie (TN) – contacting past members – personal outreach. If they have left position and know of someone who has replaced them, often they get referrals
- People are rejoining after leaving/being furloughed – personal outreach to see how people are doing/staying connected
- Use your Past Presidents to assist with outreach – help find people on LinkedIn if they have changed jobs/their email addresses are outdated

### Recruit & Retain Volunteers

- Personal outreach – many on the call were asked to participate

- Offer specific jobs/bite sized opportunities and follow up!
- Nikki (Philly) – they created a post-it board called ‘take a task’ – committees can post tasks that would take an hour or less to complete (did during in person events but could be modified in virtual world)
- Ask new members what they want to get out of MPI
- Make sure to keep the FUN in the BOD to retain them and keep the momentum up
- Teach/remind the BOD members to delegate & share the responsibility. If not, you discourage participation and dilute your pipeline
- Allison (GA) – they have a Member Activation Chair (MAC). The same person has been in this role for years and is in charge of welcoming new members and asking about their interests and what they want to get out of their membership. Helps to slot them in a spot that suits their skills/needs. They also have a place on the agenda for BOD members to note open volunteer slots (this is shared with the MAC so they know what they can offer during their calls)
- Theresa (Upstate NY) – they use their Leadership Development Chair to coordinate volunteer recruitment/matching folks with opportunities
- Nikki (Philly) – they message each new member to ask them their goals and match them to a committee that will help them reach their goals
- Several chapters mentioned that if members get a scholarship, committee participation is a requirement
- Create value for volunteer community – define outcomes, expectations and responsibilities
- Celebrate wins – when BOD members/other members get new job, certification/degree, promotion share their successes

### Engage remote attendees

- OH – had hybrid event where they made sure to have custom experience for the remote attendees
- Michigan – had a GMID event where they asked other chapters to provide trivia questions which they used via <https://www.mentimeter.com/>
- North Florida – highly encourages use of hosts/DJs/MCs for the remote audience
- Ideas/Tools (ask if they are members or want to be affiliates!)
  - <https://videochatgameshows.com/>
  - <https://www.bigheadcartoon.com/>
  - <https://www.playwithapurpose.com/>
  - <https://www.thegogame.com/team-building-games>
  - Virtual Escape Rooms – several companies do this
  - Scavenger Hunts – several companies do this
  - Step Challenge – talk to MPI NM
- Kim (NJ) – use your data – see who is attending/engaging in virtual events and personally reach out to ask them about volunteer opportunities
- Theresa (Upstate NY) – did virtual Gala honoring member CVBs, leadership awards, keynote (also MC) and sent specialty drink boxes to all attendees

### Charging for Events/Sponsorships

- Potomac – working with CVBs as partners. Road to recovery, tapping into government grants
- Ask – partnerships vs sponsorships. Ask what they are looking for in a sponsorship, what's their budget? Get creative with options
- Days of not charging are gone – if you show value, it can be done
- If you discount/don't charge – you devalue the product
- Ask people to pay what they can; different pricing for in person/virtual
- Julia (Indiana) – started with free virtual events, then increased over time. Now up to \$35
- Pay what you can (minimum) and option to donate more
- Get virtual events sponsored & charge – so all revenue, no expense
- Theresa (Upstate NY) – partner w/ other orgs to expand attendance/increase outreach (ex. NYSTIA)
- Survey your members with price points they would be comfortable with paying

### Role of Facilitator

- Facilitators bring an impartial perspective to your meeting to help guide conversations and make sure everyone is heard. They are the conductor – help lead the team through the strategic planning, budget and calendar reviews. They work with the OOP to set the agenda based on Chapter needs, adding exercises and teambuilding activities. They are your liaison to Global & can be a partner throughout the year.
- MPI Certified Facilitators have all had Chapter leadership experience – they've been in your shoes and can share best practices from other chapters.
- Fees are set by the individual facilitator – good question to ask when interviewing (suggest interviewing 2-3)
- Ask other chapters for referrals, also ask your COMs.
- 3 of your facilitators today are part of the program – Carolyn ([crb@carolynbrowning.com](mailto:crb@carolynbrowning.com)), Kate ([kccfacilitating@gmail.com](mailto:kccfacilitating@gmail.com)), Tara ([tara@taraliaschenko.com](mailto:tara@taraliaschenko.com))