



Member Benefits

Understanding your MPI member benefits will help you unlock their—and your—full potential.

Chapter Toolkit: Membership Engagement

This toolkit provides communications to be sent from Chapter Leaders to Chapter Members based on their tenure with MPI. Our intent is to deliver ongoing, monthly communications with consistent messaging that supports a local relationship and emphasize the value of MPI membership.

Included within are tables for theme and message based on tenure. With exception of first event, all other deliverables are emails. Sample emails in zip folders. Note that Global will occasionally refresh emails to ensure event information is up to date. Fields highlighted with brackets <<like this>> need to be updated by Chapters with information relevant to your Chapter/ Members.

Please send email on or immediately after first day of month.

Contact kbaker@mpi.org if you have any questions.

***Special thanks to all the chapters out there – a lot of these emails found sourcing from information/ wording on your websites. An abundance of well thought out content. Thank you!*

To determine which message should be sent to each member,

- 1) Access the Chapter Leader Resources, Membership Reports, report type “Current Membership Roster (All Active Members)”
- 2) Export “Current Membership Roster (All Active Members)” to excel
- 3) Add a column at the end of the report
- 4) Insert formula below and fill in column for all members. The column will contain a numerical number that corresponds to communication number/message.

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=IF(AND(TODAY()-$AD5>=31,TODAY()-$AD5<=61),1,IF(AND(TODAY()-$AD5>=62,TODAY()-$AD5<=92),2,IF(AND(TODAY()-$AD5>=93,TODAY()-$AD5<=121),3,IF(AND(TODAY()-$AD5>=122,TODAY()-$AD5<=152),4,IF(AND(TODAY()-$AD5>=153,TODAY()-$AD5<=181),5,IF(AND(TODAY()-$AD5>=182,TODAY()-$AD5<=212),6,IF(AND(TODAY()-$AD5>=213,TODAY()-$AD5<=243),7,IF(AND(TODAY()-$AD5>=244,TODAY()-$AD5<=272),8,IF(AND(TODAY()-$AD5>=273,TODAY()-$AD5<=303),9,IF(AND(TODAY()-$AD5>=304,TODAY()-$AD5<=334),10,IF(AND(TODAY()-$AD5>=335,TODAY()-$AD5<=365),11,IF(AND(TODAY()-$AD5>=366,TODAY()-$AD5<=396),12,IF(AND(TODAY()-$AD5>=397,TODAY()-$AD5<=427),13,IF(AND(TODAY()-$AD5>=428,TODAY()-$AD5<=458),14,IF(AND(TODAY()-$AD5>=459,TODAY()-$AD5<=487),15,IF(AND(TODAY()-$AD5>=488,TODAY()-$AD5<=518),16,IF(AND(TODAY()-$AD5>=519,TODAY()-$AD5<=547),17,IF(AND(TODAY()-$AD5>=548,TODAY()-$AD5<=577),18,IF(AND(TODAY()-$AD5>=578,TODAY()-$AD5<=608),19,IF(AND(TODAY()-$AD5>=609,TODAY()-$AD5<=637),20,IF(AND(TODAY()-$AD5>=638,TODAY()-$AD5<=668),21,IF(AND(TODAY()-$AD5>=669,TODAY()-$AD5<=699),22,IF(AND(TODAY()-$AD5>=700,TODAY()-$AD5<=730),23,IF(MONTH($AD5)=MONTH(TODAY()),35,IF(MONTH($AD5)=MONTH(TODAY()-1),34,IF(MONTH($AD5)=MONTH(TODAY()-2),33,IF(MONTH($AD5)=MONTH(TODAY()-3),32,IF(MONTH($AD5)=MONTH(TODAY()-4),31,IF(MONTH($AD5)=MONTH(TODAY()-5),30,IF(MONTH($AD5)=MONTH(TODAY()-6),29,IF(MONTH($AD5)=MONTH(TODAY()-7),28,IF(MONTH($AD5)=MONTH(TODAY()-8),27,IF(MONTH($AD5)=MONTH(TODAY()-9),26,IF(MONTH($AD5)=MONTH(TODAY()-10),25,IF(MONTH($AD5)=MONTH(TODAY()-11),24,"N"))))))))))))))))))))))))))))))))))))))))
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First Year Members

Theme	Communication Number	Communication Message	Communication Type	Person
Welcome and Intro		Recognition at monthly chapter event**	Live	Chapter
Member Benefits	1	Engaging with the Brand - Member Experience	Email	Chapter President
Chapter Involvement	2	Importance of Chapter Involvement	Email	VP of Leadership
Academy	3	Types of MPI Education (Webinars, Certificates, etc)	Email	VP Education
Foundation	4	What is the MPI Foundation?	Email	VP of Finance/ Sponsorship
MPI Communities	5	How MPI Community expands your reach	Email	VP of Marketing/ Communications
Events	6	Events: Networking meets fun	Email	VP of Special Events
Personal Resources	7	Resources: Member Directory	Email	VP Membership
Changing the World	8	Meetings and Events impact	Email	President Elect
Member Benefits/ Renew	9	Renew: Glad you are a part of our organization/ chapter	Email	Chapter President
Member Benefits/ Renew	10	Renew: MPI advances careers	Email	VP of Education
Member Benefits/ Renew	11	Renew: Act now	Email	VP Membership

**Suggestions for Recognition at monthly chapter event include new member reception, chapter swag, and/ or being matched with chapter "friend"

Second Year Members

Theme	Communication Number	Communication Message	Communication Type	Person
Renewal Appreciation	12	Welcome to year two!	Email	Chapter President
Chapter Involvement	13	Volunteer Opportunities	Email	Director of Membership
Academy	14	Education content that advances you	Email	Director of Education
MPI Online Forum	15	Ways to connect with peers (local, online)	Email	Director of Marketing/ Communications
Events	16	Chapter Events: Be Involved	Email	Director of Special Events
Foundation	17	How foundation helps locally	Email	Director of Finance/ Sponsorship
Global Benefits	18	How we shape the future of our industry	Email	President Elect
MPI Communities	19	Power of community	Email	VP of Marketing/ Communications
Personal Resources	20	MPI has all the resources you need to grow	Email	Director of Leadership
Member Benefits/ Renew	21	Renew early, looking forward to another great year	Email	Chapter President
Member Benefits/ Renew	22	Renew: looking ahead to chapter events (don't miss!)	Email	VP of Education
Member Benefits/ Renew	23	Renew: Invest in You	Email	VP Membership

3+ Year Members

Theme	Communication Number	Communication Message	Communication Type	Person
Renewal Appreciation	24	Thanks: MPI/chapter values your friendship and loyalty	Email	Chapter President
Events	25	Chapter events website page	Email	VP of Special Events
MPI Cares	26	Resources to rise above (MPI Cares)	Email	Director of Leadership
MPI Online Forum	27	Local highlights, global reach (Blogs, online community)	Email	Director of Marketing/ Communications
Foundation	28	What Foundation does for Chapter/ individual	Email	VP of Finance/ Sponsorship
Academy	29	Chapter events website page	Email	Director of Education
MPI Communities	30	Communities - relationships/ advocate/ support	Email	VP of Marketing/ Communications
MPI Exchange	31	Networking for the Win	Email	Director of Finance and Sponsorship
RISE Awards	32	Recognizing Industry Success and Excellence (highlight, how to)	Email	VP of Leadership
Member Benefits/ Renew	33	Renew: Thanks for being part of MPI/Chapter	Email	Chapter President
Member Benefits/ Renew	34	Renew: Why we do what we do/ power of industry	Email	VP of Education
Member Benefits/ Renew	35	Renew: You've only just begun!	Email	VP Membership