



2026 MPI Membership & Chapter Satisfaction Survey

Chapter Engagement Guide



Chapter Support Information

WHAT: The annual Membership and Chapter Satisfaction Survey (MCSS) was first initiated in 2002 and has proven to be the most important tool MPI has for capturing the thoughts of its members.

WHY: The survey is conducted in order to get firsthand feedback from its members; the feedback that's necessary to ensure the needs of membership are met. Participation guarantees that every member's voice is heard and helps shape the future of our community as a whole.

WHO: Only active members who joined prior to April 1, 2026 are eligible to take this survey. Members who have opted out of specific communications or have a company firewall/spam filter may not receive this email.

WHEN: On Tuesday, June 30th each MPI member will receive an email from Timothy Gunn (feedback@mpi.org) with the subject line: "Your Invitation to MPI's Annual Satisfaction Survey"

HOW: The email will contain the member's unique URL to complete the 2026 Membership and Chapter Satisfaction Survey. This link allows each member to log in without inputting their credentials. If a member does not receive the survey email, has issues with the link, or experiences difficulties while taking the survey, please have them send an email to feedback@mpi.org.



Chapter Support Information Cont'd

Chapter leaders may request a generic survey link by emailing their Chapter Operations Team Member. Only active MPI members can respond using the generic link, and their membership will be validated by their member ID.

Reminders:

- A member who completes the survey using the generic link may still receive reminder emails because their responses will not be linked to their email address.
- Members must click the "Submit" button at the end of the survey in order for their survey to be considered officially complete.
- If a member completed the survey and is still receiving reminder emails, they either completed it using a generic link or they did not click "Submit" at the end of the survey.

Is your Chapter conducting its own prize drawing to encourage more members to participate? Please notify your Chapter Operations Team Member so the correct number of names can be drawn from your survey participants.

Please note the survey will close on Tuesday, July 21, 2026 at 11:59 p.m. CDT.



Annual Survey Timeline

Item	Date
Survey launch	June 30
Survey close	July 21
Open-ended analysis, charting by region	July 22 - August 31

Global Marketing Schedule

Item	Date
Save the date social media, web and e-newsletter promotions	June 25 - June 29
Survey invitation email	June 30
Take the survey social media, web and e-newsletter promotions	June 30 - July 21

Marketing Materials

This Chapter Engagement Guide and digital materials, including an email header, web banners and social graphics, are available to chapter leaders worldwide on the Chapter Leader Resource Page (CLRP). Please contact your Chapter Operations Team Member should you need additional information or support.

Regarding Web Banners

Select sizes available on CLRP for both Save the Date and Take the Survey. If you need a specific size or format, please contact your Chapter Operations Team Member.



1080x1080 Social Media Graphic



1080x1920 Social Media Graphic



mpi.org home page banner

Note: These images are samples only. All materials should be downloaded from Chapter Leader Resource Page.



Social Media Content

Suggested Save the Date message (before June 30):

Your voice shapes the future of the meeting and event industry. Let's make it count! On June 30, look for an invitation in your inbox to take MPI's annual Membership and Chapter Satisfaction Survey. This is the direct line to share what you need, how the community is doing, and where the association should head next. When you finish, you can choose to be entered for a \$100 Amazon gift card or a full MPI membership renewal.

Watch your inbox on June 30 and make your voice heard!

Suggested Take the Survey message (June 30 - July 21):

The annual MPI Membership and Chapter Satisfaction Survey is officially live. Check your inbox for your unique link and share what's on your mind. This feedback directly impacts the local resources, education, and community benefits delivered back to you. As a thank you for your time, all participating members will receive 20% off any MPI Academy certificate program. You will also be entered for a chance to win a \$100 Amazon gift card or a full MPI membership renewal.

The deadline to make your voice heard is July 21. Check your email and take the survey today!

Recommended Channels: Facebook, Instagram and LinkedIn

Please note:
official graphics
should be used
with each social
media post.



Guidance for Chapter Promotions

Tracking Participation Rates:

- Your Chapter Operations Manager will communicate response rates to you and draw names from your survey participants for any incentives you offer.

Creating Incentives for Members to Participate:

- Notify your Chapter Operations Team member if you are planning a special promotion to boost your Chapter's response rate to the MCSS.
- If you provide a generic survey link to your members, they will need their Member ID to complete the survey. Copy and paste this text into your communications to help your members find their Member ID:

1. From www.mpi.org, click **Log In** at the top right of the page and enter your credentials.
2. Once logged in, click **your name** at the top right
3. Click **Update My Account Settings**
4. Click **Membership & Billing** from left side
5. Your **Member ID** is listed near the center of the page under Membership Information

Ideas to Increase Participation

- Publish the digital assets provided in the Chapter Toolkit in any chapter communication. Include last minute reminders to your members.
- Offer a gift card or special prize for those members who complete the survey
- At a Chapter Event
 - o Have a standing slide during your event with a QR code to the generic link along with the steps to find a member ID. Allow guests a few minutes to complete the survey
 - o Have a space at the event registration desk to allow members to complete the survey online.