



MPI New Member On-Boarding Process

Objective

- Develop strong retention for our 1-2 year members.
- Provide a process by which MPI Global and local chapters can inform and engage new members on the benefits of membership, local chapter engagement opportunities and communicate the processes and connections available to them.

Summary

- Retention is key to long term growth, stability and the overall health of any organization. MPI is no different. High retention rates mean happy and satisfied members. When you have happy and satisfied members, they are more likely to share information about their membership experience and the organization with colleagues, friends, etc., who they think may benefit from joining your organization. Retention must be our number one priority. Healthy retention is recruitment.
- Sample tools and templates are available in the Chapter Leaders Resource Page (CLRP) at www.mpiweb.org.

Process Recommendation For New to One Year Member

Timeframe	MPI Global	Chapter
Day One	<ul style="list-style-type: none"> - Welcome email and receipt received from MPI Global. - Auto email to Chapter Administrator from MPI Member Services to notify them of new member joining with contact information immediately after application is processed. - Member Certificate emailed by 	
First 10 Days	<ul style="list-style-type: none"> - Every Friday new member welcome call. This call allows Member Engagement Representative to talk about Essential membership upgrade to the Preferred level. 	<ul style="list-style-type: none"> - Welcome call from chapter. Invite member to a chapter meeting and see if they have any questions - Follow up email to provide contact information for future questions regarding local activities. Include list of upcoming events and how to get involved in the chapter. [Sample Welcome Email provided in CLRP]
Within 30 Days	<ul style="list-style-type: none"> - MPI Global along with New Member Orientation webinar registration details. 	<ul style="list-style-type: none"> - Chapter Ambassador Programs as designed at a local level begin to engage. [Resources for developing a program and samples of current chapter Ambassador programs are available in CLRP] - Chapter to mail MPI Membership Pin reminding member they are part of a larger community. [Template to order pins in CLRP]
Month 2	<ul style="list-style-type: none"> - MPI Global New Member Orientation webinar. 	<ul style="list-style-type: none"> - Follow up call from local chapter to provide personal touch.
Month 3	<ul style="list-style-type: none"> - New member email: VP of Community Welcome Video - Speaking on the value of MPI membership. [See CLRP, MPI Global New Member Onboarding] 	<ul style="list-style-type: none"> - Monthly or quarterly New Member Orientations are recommended at a chapter level. [Sample of New Member Orientation Presentation in CLRP]

Timeframe	MPI Global	Chapter
Month 4	- Email VP of Academy Video: industry certificates and clock hour accumulation.	
Month 5	- New member email: Invite to SIGS & Vertical communities. [See CLRP, MPI Global New Member Onboarding]	
Month 6	- MPI Global Member Engagement Representative for Chapter contacts member (Member Connect Call #2)	- Chapter engagement as designed at a local chapter level is ongoing to include various programs such as Ambassadors, Mentors, Buddy Systems, etc. [Samples are available in CLRP]
Month 7		
Month 8	- New member email: Resources. & benefits reminder. [See CLRP, MPI Global New Member Onboarding]	
Month 9		
Months 10-12	<ul style="list-style-type: none"> - MPI Global Member Engagement Representative contacts member (Member Connect Call #3 in Current Due month) - MPI Global renewal process begins with a series of calls, invoice mailings and email reminders. This is an ongoing process based on member needs during the 90 days. 	- Chapter renewal efforts in place as follow up to MPI Global. Work with your MPI Member Engagement Representative to determine a schedule that works best for your chapter's needs.
1 year	- Thank you email from MPI Global for renewing with receipt if member renews.	- Chapter hand written "Thank you for renewing" note is sent to one year members.
1-2 Years	- MPI Global Member Engagement Representative contacts member during months 6 & 12 for the remainder of each individual's membership tenure.	- Recommended local chapter membership retention plan in place to continue with member touch points [Sample Retention Touch Points available in CLRP]