



# Chapter Best Practices

## MEMBERSHIP

*Submitted by Chicago Chapter*

**PRACTICE:** Sample – New Member Welcome Letter

**PURPOSE:** To begin positive engagement with new members

**GOAL:** Effective member engagement

**DELEGATE:** VP Membership

Dear (MPI Chapter Name) Member:

It is my pleasure to welcome you as a new member of Meeting Professionals International (Insert chapter Name)! Membership in MPI is an active commitment to the meeting planning community. The 20\_ (MPI Chapter) President, (Insert Name), offers you a [special welcome](#). (Sample from Chicago, insert your chapters)

### **MPI Chapter Website – Your Resource for All Things MPI**

One of the most valuable resources available to you as a member is the (MPI chapter) website, (insert link).

Below are some tools and features available via (Insert Chapter Name)

- ✓ List all benefits of chapter website

### **Getting the Most Out of Your Membership**

The biggest benefit in store for you is leadership development. (Insert Chapter Name) is nearly 100% volunteer driven and the chapter's progress is limited only by the commitment of its members.

Get involved with a committee to:

- ✓ Hone your leadership skills
- ✓ Gain vital professional development
- ✓ Broaden your network and industry knowledge

Your role on a committee is determined by you. Please review the [committee descriptions](#) (insert your own sample) and choose one or two that interest you. Then complete the [Join a Committee Form](#) (insert your own form) and a member of the Leadership Development team will be in touch with you.

### **Your Business Connections Source (If you offer a membership directory)**

One of the most popular benefits of your membership is the Membership Directory; a listing of all members and their contact information.

The Membership Directory is available to members in 2 forms:

- ✓ Online 24/7/365
- ✓ Printed Annually Every October

**\*\*Sample\*\*** The printed Membership Directory is automatically mailed to all active members in (insert month) each year. Should you wish to receive the current 20\_ Membership Directory, please [send a request to \(insert contact email\)](#) while keeping in mind that the complete and most up-to-date Membership Directory is available to you via (insert web address) any time under the Community tab.

### **Connect and Learn with (Insert Chapter Name) Events**

(Insert Chapter Name) provides abundant opportunities to increase both your industry knowledge and contacts with world-class educational programs and engaging networking events held in some of the area's most unique venues. View the [Chapter Event Calendar](#) (Add your own link – Chicago Sample attached) for upcoming events, and check back often to see what new events are added. As you attend events, look out for Membership Committee representatives who are there to help make introductions.

### **Get Your Organization Noticed(Add your own chapter information – Chicago Samples provided)**

**\*\*Sample\*\*** MPI-CAC has a multitude of opportunities to promote your product or service to the membership.

- ✓ [Sponsorship Opportunities](#)
- ✓ [Advertising Opportunities](#)
- ✓ [2013 Media Kit](#)
- ✓ [Enhanced Supplier Listing](#)