

MPI Global & Chapter Member Engagement Journey

Month	Week	Activity	Owner
Month 1	Day 1	Member joins and receive confirmation of membership email	MPI Global
	Week 1	New Member Call	MPI Global
	Week 2		
	Week 3	VP of Community introduction email	MPI Global
	Week 4		
	Week 5		
Month 2	Week 6	Local chapter outreach; invite to a chapter event; share volunteer opportunities	Chapter
	Week 7		
	Week 8	New Member Orientation	MPI Global
	Week 9		
Month 3	Week 10	VP Community Video - chapter engagement, membership benefits	MPI Global
	Week 11		
	Week 12		
	Week 13		
Month 4	Week 14		
	Week 15		
	Week 16	VP of Academy Video - all the courses available to member	MPI Global
	Week 17		
Month 5	Week 18		
	Week 19	Invite to MPI verticals/SIGS when available	MPI Global
	Week 20	Local chapter outreach - VP Membership - new members who are not engaged	Chapter
	Week 21		
	Week 22		
Month 6	Week 23		
	Week 24	Month 6 - MER calls - check in during 6 months of membership	MPI Global
	Week 25		
	Week 26		

Month 7	Week 27		
	Week 28		
	Week 29		
	Week 30	Benefits reminder email: what all members have access to. Push: networking, career opportunities, MPI research etc.	MPI Global
Month 8	Week 31		
	Week 32		
	Week 33		
	Week 34		
	Week 35		
Month 9	Week 36	VP Membership - Local chapter outreach	Chapter
	Week 37		
	Week 38		
	Week 39	VP of Community Thank You for being a member Email	MPI Global
Month 10	Week 40		
	Week 41		
	Week 42	Renewal Invoice #1	MPI Global
	Week 43		
	Week 44		
Month 11	Week 45		
	Week 46	Renewal Invoice #2	MPI Global
	Week 47		
	Week 48		
Month 12	Week 49	MER current due renewal call, Membership expires this month	MPI Global
	Week 50	Renewal Invoice #3	MPI Global
	Week 51		
	Week 52		

Month 13	Week 53	Manager, Member email reminder - membership is 30 days past due - Membership Expiration Notice	MPI Global
	Week 54		
	Week 55		
	Week 56		
	Week 57	VP of Community Membership Expiration has passed Email	MPI Global
Month 14	Week 58		
	Week 59		
	Week 60	MER Cancellation 60-day calls (includes all members)	MPI Global
	Week 61	Manager, Membership email reminder - membership is 60 days past due, Membership Cancellation Notice	MPI Global
Month 15	Week 62	Non-renewal Exit Survey - why didn't renew	MPI Global
	Week 63		
	Week 64	Chapters - Reinstate calls \$75 off to reinstate your membership	Chapter
	Week 65	VP Membership - Local chapter outreach	Chapter
Month 16	Week 66		
	Week 67		
	Week 68		
	Week 69		
	Week 70	VP Community Email - now in 2nd year	MPI Global
Month 17	Week 71		
	Week 72		
	Week 73		
	Week 74		
Month 18	Week 75		
	Week 76		
	Week 77		
	Week 78	Month 18: Check in Survey how has first year been	MPI Global