MEMBERSHIP “BACK TO BASICS”
“WE WANT YOU”
RECRUITMENT
IMPORTANCE OF RECRUITMENT

- Keeps MPI alive
- Builds the community
- Makes community stronger
- Specifically for our industry – More planners attract suppliers
WHO IS RESPONSIBLE

• VP of Membership?
• Chapter Board?
• MPI Global?
• Volunteers?

RECRUITMENT IS EVERYONE’S RESPONSIBILITY
WHERE TO FIND PROSPECTS

• Peers
• Business contacts
• Industry events
• Partner Organizations
• Social Media
• Corporations
1. Know your MPI benefits.
2. Ask the prospect what they want to accomplish through engagement—get them talking about themselves and LISTEN!
3. Share your personal story and chapter involvement which also speaks to their interests – YOUR PERSONAL VALUE STATEMENT.
4. Describe specific MPI accomplishments, research, industry recognition and other related info that touches on their interest and how MPI is at the forefront of that information.
5. Invite them to attend a chapter event.
6. Follow up!
1. Review your membership list.
2. Identify 3-5 top corporations that you think should have deeper MPI engagement.
3. Reach out to active members from those companies.
4. Ask to be introduced to the HR/benefits personnel/department head who can make decisions about MPI memberships.
5. Schedule a meeting to talk about the benefits of supporting their employees who plan meetings to engage with MPI.
6. Ask questions and understand their needs to support their employees.
7. Describe Corporate Membership options.
8. Invite to a chapter program or signature event.
9. Follow-Up!
• Share your MPI story
• Bring a colleague
• Invite to events
• Reach out to local companies/HR Representatives
• Attend other industry events
• Create a multi-channel year round communications calendar
• Share the value with sample MPI benefits
• Use the recruitment channels that get the most traffic
• Keep your website content fresh, relevant and appealing
• Be creative – partner with other organizations to create awareness
“HOLD ON TIGHT”
ENGAGE THEM TO KEEP THEM
WHY IS ENGAGEMENT IMPORTANT

- The only way that MPI is going to grow.
- Indicator of how the chapter is doing to meet the overall MPI mission.
- How you build loyalty.
- How you create passionate members – Ambassadors.
- Keeps MPI relevant and essential to their professional and personal growth.
MEMBER ENGAGEMENT

• Member engagement is an ongoing initiative.
• Strategy should include multiple opportunities for members to interact with the organization.
• It’s delivering ongoing value to your members.
• It begins before a new member joins and throughout their entire journey.

• To be successful: You must first understand what matters to your members.
ENGAGEMENT BEST PRACTICES

• First-year onboarding
• Recognition at chapter events/newsletters etc.
• Know your members individually and stage in their personal development
• Invite members to volunteer and sit on committees
• Engage them in conversations
• Share your personal successes from MPI and get them to share their goals
• Keep website updated: Share chapter success and program recaps
• Know your at-risk members
• Be relevant: Hold events, programs & activities that your members want
• Have an active chapter community
• What else are you hearing why members don’t renew?
• When was the last time you asked your members what they want?
• How are you sharing your MPI story?
• When do you start the renewal process?
• How do you engage members who have cancelled?
• What communication methods/tactics do you use to engage members (first year or existing)?
CHAPTER ROLE
Chapters are critical to MPI’s success. They provide:

- Localized benefits
- Continuing education
- Leadership opportunities
- Networking opportunities
- Mentoring opportunities
- Advocates for the MPI mission
MEMBER LIFECYCLE

- Awareness
- Acquisition
- Engagement
- Renewal
- Reinstatement
- Ambassador!
RECOMMENDATIONS

• Don’t wing it
• Create a strong recruitment and engagement plan
• Create renewal communication plan
• Converse with your members
• Everyone must engage

Remember – It’s Everyone’s Responsibility
• Think about the challenges you are facing.

• Separate them into things that you can control and things you cannot.

• Which will you tackle with your Membership team?
THANK YOU