



Recruitment Talking Points:

Overview

- Where do you find a prospective member?
- How do you follow up with them?
- How do you entice them to join?
- How do track the follow up efforts?
- How do you reconnect with expired members?

Finding Members

- Non-member event attendees
- Tradeshows (Track your data to determine if the efforts are working)
- University outreach for student members
- Social Media – identifying non-members following the local chapter online

Prospective Member Outreach

- Phone call
- Email
- Provide scripts & tools (member care rep, chapter administrator, upcoming events listing, grants, committee descriptions)
- Value proposition statement, tell your MPI story
- Managed by: membership recruitment committee

Promotions

- Grants – chapter and Foundation
- Giveaways – find a sponsor, ex. MPI-CAC Maui Jim partnership
- “Member get a Member” campaigns
- Free event registration

Expired Members

- MPI outreach up to 90 days after expiration
- Best Practice: email/phone call 6 months post expiration another check-in
- Keep them on the chapter’s overall distribution list to continue to receive chapter communication