

<INSERT CHAPTER LOGO>

<INSERT YEAR> Membership Strategy



STEP 1: DATA

Data & Chapter Membership Overview

Provide a brief description of your membership using the demographic data and chapter level reports.

Examples:

- *The XYZ chapter of MPI consists of 60% suppliers, 30% planners and 10% students. Within our planner membership, the planners are mostly independent with a small segment of corporate. Our planners typically source events in the southeast region.*
- *Data from our chapter's membership survey reveals that our supplier members want evening networking and afternoon education sessions focused on planner panels and career development. Planners prefer breakfast meetings in the North-side of town.*

STEP 2: FOCUS

Focus Areas

Based on the data from cancellation reports, surveys, focus groups or any other supporting data available, determine the areas of focus. Identify the top 2-3 areas of focus to start. Understand your current volunteer structure and the resources you have available to meet the areas of focus.

Examples:

- *1-2 year member cancellations, specifically in the supplier market, are high. Focus on engaging the new members and increasing value for the supplier members to increase retention.*
- *Number of new members each year has been declining over the past three years. Focus on recruitment efforts to identify opportunities to find prospective members and process to encourage them to join.*
- *Overall membership satisfaction has declined. Focus on enhanced communication of the member value and chapter offerings to boost the ROI of membership.*

Chapter Resources

Understand your current volunteer structure and the resources you have available to meet the areas of focus.

Examples:

- *One membership committee with a chair and six active volunteers.*
- *[\$VALUE] budgeted for new member engagement and recruitment effort.*

STEP 3: BUILD

Membership Engagement Plan

Identify the objectives of the membership committee for this fiscal term to address the above key areas of focus your chapter. This can include various programs already in place or new ones being developed. Additionally the Membership Committee should continue to engage in current programs proven to be successful and supporting the membership such as Ambassadors, New Member Orientations, Table Hosts, etc.

Examples:

- *Develop a 1-2 year new member on-boarding and engagement plan with a committee that will focus on implementation and monitoring program. Committee will specifically consider how to show/explain supplier ROI.*
- *Develop a 2-4 year specific committee with the purpose of developing an engagement plan and touch points for this member segment. Goal is to gather further data to understand cancellations and how to better engage and provide ROI at this stage of membership.*
- *Work with MPI Global to determine all various ROI opportunities for each member segment and how to better communicate value to members.*

STEP 4: MARKET & COMMUNICATE

Marketing and Communication Plan

Understand the current communication efforts (beyond marketing events) to the membership and their effectiveness. Be familiar with the MPI Global campaigns to know how these can be complemented by the chapter. Identify areas of opportunity for additional membership marketing.

Examples:

- *Renewal reminder email sent by the chapter to all members 30 days prior to expiration.*
- *New member welcome message sent to all new members within the first month of joining.*
- *Membership pages on the chapter website clearly communicate the opportunities to be active within the chapter.*

STEP 5: WORK

How Will You Measure Success?

Provide a brief description on how you will measure the effectiveness/success of the membership strategy. Describe desired outcomes for the year.

Examples:

- *We will review the data every 6 months to see if there are any changes in membership behavior and make any necessary adjustments upon review.*
- *We will survey by phone all new members to see if they found value in the on-boarding process and how we can improve. We will review at our annual retreat to determine what adjustments to make.*