



MPI Guide to Satellite and Hub Activation

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Introduction

This guide is designed to help MPI Chapter leaders leverage a satellite and hub strategy for membership growth and retention. Within a Chapter's geographic borders, the city where most of its leaders, volunteers and activities reside is a "Hub." Regions where smaller concentrations of members or prospective members reside are known as "satellites." Satellite and hub activation will enable Chapter leaders to increase the engagement and connection of all their members, no matter how far they live from the main hub city.

Why satellite engagement is important?

Engaging membership in your Chapter's satellite regions is important for both membership retention and recruitment efforts. A Chapter needs to engage all its members, or risk losing the ones it never touches. Unengaged markets may be untapped reservoirs for membership recruitment. Plus, adding events and membership recruitment efforts to your Chapter's calendar can generate financial benefits.

The core reason for activating a satellite and hub strategy is to cultivate a sense of belonging among people previously isolated from Chapter activities and left out of leadership opportunities. Cultivate this sense of belonging, and the financial and substantive benefits will follow.

Satellite engagement scenarios

There are three main scenarios in which a satellite and hub strategy is useful:

1. **Satellite engagement for Chapter growth.** When a Chapter covers a large geographic region, some members might feel estranged from the hub city where most activities take place. The goal for this type of satellite engagement is to create activity and membership growth in specific regions or cities within a Chapter's geographic boundaries.

Examples: MPI Tampa Chapter holding an event series to engage members who live in Sarasota.

2. **Satellite engagement for new Club or Chapter development.** The goal for this type of satellite engagement is to grow the number of members in the satellite region in order to form a new MPI Club or Chapter. In this scenario, the hub Chapter and its board acts as mentors to “Chapter champions” who will eventually petition MPI’s International Board of Directors for Club recognition once membership in the region reaches 30 people. The hub Chapter in this scenario works with MPI Global to ensure a smooth transition once the new Club is formed and members are migrated to the new Club.

Example: MPI Mexico acting as the hub Chapter for Latin American expansion to form MPI Caribe Mexicano Chapter and MPI Colombia Club.

3. **Satellite engagement for post-merger integration.** The goal for this type of satellite engagement is to ensure that members who have been absorbed into a new Chapter post-merger don’t lose connection to the new Chapter because they live outside the main hub of activity.

Example: MPI Scandinavia developing satellite activities outside of its hub city Copenhagen to engage members from the former MPI Norway and MPI Sweden Chapters.

4. **Temporary Satellite engagement for Chapter solvency** (requires IBOD approval)

The goal for this type of satellite engagement is to provide temporary relief and aid financial recovery for a Chapter that is declining due to financial hardship.

Steps to activate a satellite region under hub Chapter leadership

Step 1: Create a board position for a regional VP and set a budget for satellite activation.

The VP will oversee activities in the satellite region and attend the hub chapter’s board meetings (virtually or face-to-face) to give reports of progress. The hub Chapter’s board should include



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satellite activations in its budget planning during the annual retreat and discuss expectations for the first year of satellite activations.

Step 2: Recruit a satellite steering committee. Ideally the regional VP will live in the satellite region and be able to recruit other members to form a steering committee to help organize, promote and manage activities outside the hub. Steering committees should include at least one person who can handle each of the following areas:

- Membership
- Education
- Marketing/Communications

If the membership base in the satellite region is sparse, then the hub Chapter's VPs of education, membership and communications may need to support the regional VP and their activities.

If the goal is to eventually form a new Club from satellite engagement, eventually the steering committee will need volunteers to oversee finance/budget and bylaws. But until an application for Club recognition is filed and approved by MPI's International Board of Directors, all monies and members gained by satellite activations belong to the hub Chapter.

Step 3: Create a short-term and long-term strategy. Using the recommended MPI Global templates provided for the Chapter's annual retreat planning and the budget approved by the hub Chapter board, the regional VP should work with their steering committee to set goals and tactics for what they want to achieve and sketch out a tentative calendar of activities for the next year and think about what they'd like satellite engagement to look like five years from now.

Step 4: Carry out the tactical plan and report back to the board. The regional VP should provide monthly updates at hub Chapter board meetings on progress against the business plan, successes, challenges and opportunities that arise. Conversely, the Chapter's VPs of membership and finance should update the regional VP on how the satellite activities are benefitting the Chapter's membership growth and retention and financial performance.

Step 5: Evaluate the effectiveness of the tactical plan and adjust the satellite and hub strategy for future years. After each activity and at the close of each year, the regional VP and their steering committee should evaluate what worked and what didn't work and discuss with the hub Chapter board of directors. Anything that worked is something they can build off and do more of next year. Anything that didn't work, should be stopped to conserve resources. This will make room to try something new. In combination with feedback from the Chapter's VPs of membership and finance, this analysis will help the chapter board, regional VP and steering committee improve satellite activations in subsequent years.

Conclusion:

Depending on the end goal for new Club or Satellite activation you will follow the processes outlined in the MPI Chapter Champion's Guide to New Club and Chapter Formation, available from your COM and on the Chapter Leaders Resource Page > Office of the President > Chapter and Club Formation Documents.