



MPI Orlando
Rise Up Membership Achievement
Winner 2019

MPI Orlando – Membership Achievement

Objective: The Touchpoint Timeline and Focus Groups are impactful initiatives that aim to drive retention of existing MPI Members. Through utilizing these programs chapters can gain valuable insight from new members, build closer relationships and receive honest feedback which all lead to high member retention rates.

Why: In order to combat declining retention rates the Touchpoint Timelines and Focus Groups provide value to members through candid feedback which allows the chapter to better fit members' needs. It also allows senior members to partner with new members creating a more inclusive chapter.

When: Initially implemented in early 2018 and continued to be perfected today.

What:

Touchpoint Timeline: Chapter Volunteers on the membership committee are assigned chapter members based on chapter roster lists pulled the first day of each month and sorted by join date. Assigned chapter volunteers reach out to chapter members to recruit, retain or recognize them and encourage overall chapter retention. This is continued monthly.

Focus Groups: There are 3 Focus Groups throughout the year that gather New and Prospective Member feedback. The groups are held in October, February, and June. Each group is composed of members who have just joined from the previous 4 months. October (July-Oct), February (Nov-Feb), and June (March-June). The groups are typically held on the last Thursday of each month and a light lunch is provided to entice members to come. We ask the same questions across all groups but those questions will be based on the chapter and what information you are looking to make sure your new members are receiving. At the end of the group we ask everyone to share their contact information with the other members in the room so that moving forward no one feels like they are "alone" when attending an event.

Detailed Description: Below is a detailed SOP on the Touchpoint Timeline efforts with email templates.

TOUCHPOINT PLAN: Following this touchpoint plan will ensure that all members are reminded about their upcoming renewal.

Retention reaches out to members whose memberships expire in 90 days via a phone call.

	Day 1	2 Weeks	2-3 Months	5-7 Months	6 Months	9 Months	10 Months	11-12 Months
New Member Transfer-In / Affiliate	OOP: Welcome Email from President	Recognition: - Call to check in -Invite to upcoming events -Invite to next New Member Orientation	Leadership: – Join a committee	Recognition: -We noticed you haven't attended a meeting yet.		Retention: Call Members Due for Renewal	Retention: Email Members Due for Renewal	
							Research & Development: Annual Survey	
Returning / Renewed Member	Membership: Thank You Email from VP of Membership	Procurement: Sponsorship	Leadership: – Mentor			Retention: Call Members Due for Renewal	Retention: Email Members Due for Renewal	
		Recognition – Check In with those 2-Year members that aren't as involved.		Recognition: – Check In with 3-5-Year members.	Recognition: – Check In with 5-10 Year members.	Recognition: – Check In with 10+Year members.		
						Research & Development: Annual Survey		

PHONE CALL EXAMPLE

Hi NAME, How are you?

I'm calling today on behalf of MPI [Chapter]. Your membership renewal is due soon and I wanted to reach out and remind you. Can I ask you some questions about your membership?

1. How long have you been a member of MPI?
2. What is your membership type? (Planner / Supplier / Other)
3. Are you planning to renew your membership?
 {If yes:} That's great!
 {If no:} Care to share why?

We have a lot of great events coming up that you will only get to experience by renewing your membership.

- < INSERT INFORMATION ABOUT UPCOMING CHAPTER EVENTS >

Let me know if you have any questions or need any assistance in renewing your membership. Have a great rest of your week!

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Member Touchpoint Plan

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EMAIL EXAMPLE

Hello,

I hope this email finds you well and that you are having a great week so far! I wanted to send over a quick email to personally invite you to renew your MPI Membership with the [Chapter].

We have a lot of great events coming up that you will only get to experience by renewing your membership:

- < INSERT INFORMATION ABOUT UPCOMING CHAPTER EVENTS >

Let me know if you have any questions or need any assistance in renewing your membership. Have a great rest of your week!