



OUR STRENGTH IS YOU

CHAPTER CHALLENGE

WHAT IS THE CHALLENGE:

“OUR STRENGTH IS YOU!” is a short-term new member acquisition challenge inspired by the Tennessee Chapter who won the 2018 RISE Award for membership. It is designed to influence recruitment efforts across all chapters, and further impact new member retention by sharing the message that MPI’s strength is our membership; it is the primary vehicle that drives our positive influence.

This fun and rewarding challenge from MPI is offered to all chapters. The challenge will run August 15 – December 1, 2018, but the lessons learned will continue long after the challenge is over. All chapters are eligible and will be determined by the highest percentage increase of Chapter members year over year during the period August 15 – December 1.

LET THE CHALLENGE BEGIN!

Please refer to the How-To Guide for the specifics of this campaign.

www.mpiweb.org

PURPOSE OF THE CHALLENGE:

- Spread the word about all the opportunities and benefits MPI provides our members and the industry.
- Drive membership recruitment and support retention efforts for chapters and MPI Global.

WHAT TO WIN:

- The chapter with the largest percentage increase year over year during time periods August 15 – December 1 will receive (1) complimentary WEC19 scholarship.
- Chapter recognition in the Monthly Chapter Leader Newsletter

WHAT CAN YOU DO:

- During August 15 - December 1, I am challenging all of you to bring a non-member industry affiliated guest (or guests!) to every chapter event.
- For every member that is able to recruit a new member, you will receive \$25 off your renewal cost; and the new member will get \$100 off their membership!
- Go out there and **recruit, recruit, recruit** so our chapter can win and get recognition!

HAVE FUN AND GOOD LUCK!