



## New Member Engagement Best Practices for MPI Chapters & Clubs

The following list of best practices has been developed from various chapters and clubs around the world. Each chapter should build into their annual plan at least two minimum best practices for non-event and event ideas. All chapters should strive to accomplish more.

	Simple	Intermediate	Advance
<b>Non-Event Best Practices</b>			
<b>Personal</b>			
Chapter President and/or Board sends handwritten note to all new members.		•	
Conduct a New Member Orientation or New Member Social held prior to a monthly event.	•		
Make a personal connection with the new member via phone or email. Encourage him/her to attend an upcoming event. Be sure you have a morning, noon or evening event scheduled and ask the person why he/she joined.	•		
6 month 'check in' communication to see 'how are you doing?'	•		
<b>Public Recognition</b>			
Feature a "New Member Spotlight" in the chapter newsletter		•	
Print the name and company of the new members in the chapter newsletter/website. Ask them for a short bio and list online by month.		•	
<b>Other</b>			
Gamification: develop an incentive to engage before the event and receive something at the event (free/discounted registration, prize, etc.)			•
Develop a "How to..." webpage/communication to share tips on updating addresses, personalizing communication, obtaining clock hours, finding fellow members, who to ask for what, etc.			•
Create a New Member Committee of new members: provide info on chapter, encourage them to reach out to others, board members can mentor them, provide on-going assistance during first year, ask group for feedback.		•	
Enable push notification through chapter app.			•
<b>Chapter Event Best Practices</b>			
<b>Pre-Event</b>			
Assign a buddy/ambassador to every new member when they first join. Have the buddy welcome and introduce the new member at his/her first event.	•		

At each event, give out "New Member" badge ribbons.	●		
<b>At Event</b>			
Print the name and company of the new members on the program.	●		
Print the name and company of the new members on the event PowerPoint kiosk	●		
Encourage Chapter President to ask all new members to stand during opening remarks of event.	●		
Host new member welcome table	●		
Host new members 30-45 minutes before event for reception or orientation, invite board members.		●	
Assign board/committee responsible to welcome and sit with each new member	●		
Provide "New Member Ribbon"	●		
Share scholarships for new or renewals funded by chapters to new members			●
Chapter Committee Fair: table tops with committee members to answer questions about what the committee does.			●
Membership committee wears RED to easily distinguish them at the event	●		
Membership committee has prize drawing for the committee individual who has the most new members attend the event.		●	
Assign a board member and new member to each table	●		
<b>Post-Event</b>			
Recognize the first time attendees in your follow up communication "Special Thanks to those first-time attendees"	●		
In post-event communication, share group photo of all new members who attended for the first time.	●		
Handwritten note from Chapter Leader thanking them for attending.		●	