What we do is who we are.

CAMPAIGN GUIDE + TOOLKIT

Support resources for Member
Acquisition Campaigns

⊕ MPI

MPI is the sum total of its members' ideas, goals, experience, knowledge and talents.

Let's harness that to attract new people to the community.

Every organization or community is looking for something that sets it apart from the competition. What makes MPI unique is its most important asset—its members—and how they join together, share their strengths, and continually build an profession while building their personal careers.

The "What we do is who we are" campaign is an embracing of the shared passion, drive and belief of the MPI community—that there's power in bringing people together. It's a message that's sure to resonate with fellow professionals, and it's a message that can be delivered at any level from MPI, especially MPI Chapters.

MPI Chapters can utilize this exciting campaign through this User Kit, which contains templates for the following: print ads, web banner ads, emails, pull-up banners, table tent cards, as well as message points, social media copy, and tips for media placement. More items will be added in the future.

So take part in growing our community today. We love what we do, and we want others to know it and take part.

Campaign Elements

Print Ads

These files can be customized with your chapter logo and web address.

Sizes:
8.5x11
8.5x5.5 (half-page)

Table-Top Tents

These files can be customized with your chapter logo and web address.

Sizes:
8.5x11 flat
8.5x11 folded to make a two-sided 8.5x5.5 tent card

Email Template

This HTML file can be customized with your chapter logo and web address.

Banner Ads

Sizes:
120x240, 180x150, 250x250, 320x250, 445x139, 548x290, 600x75, 610x100, 728x90, 960x90, 990x90

Pull Up Banners

33.5x90 Artwork that you can customize to feature your chapter logo and web address

Social Media

Pre-written material that can be used in your social media networks