



MEETING PROFESSIONALS INTERNATIONAL

## Membership Engagement and Retention

### Overview

To ensure your Chapter remains healthy and vital, you need to consider the member's experience and expectations of belonging to your Chapter. Along with welcoming your new members, it is important to make sure both **new** and **current** members are satisfied. If your chapter members feel welcome, are involved in chapter activities and understand how to get the most out of their membership, they will remain part of your Chapter for a long time.

Develop a Membership Engagement and Retention Plan to outline the steps your Chapter will take to engage the membership and support the member renewal efforts.

### General Member Engagement

Chapters must work hard to retain members. Increased renewal rates are attributable to successfully engaging the membership. Keep your members engaged by encouraging them to:

- Join a committee
- Attend events
- Become a sponsor
- Engage in conversation on social media
- Write for the Chapter's newsletter/blog/website/etc.

### How to Get the Most Out of Your MPI Membership

Individuals have different reasons for joining MPI. To help them determine what the best options are to maximize their valuable return on investment (ROI), ask what their motivating factors are for being a member. This question can be incorporated into the welcome/outreach calls, discussion at a New Member Orientation or Networking Event, or through an online quiz like the Chicago Area Chapter developed at [www.mpicac.org/memberquiz](http://www.mpicac.org/memberquiz). The majority of MPI members join for one of three main reasons; education, networking, and business exchanges. Be sure you can share a few tools a member can use to achieve their goal.

### Welcoming New Members

#### Recognize

- Offer opportunities for new members to be welcomed at events, such as introductions or having all stand to be recognized.
- Identify new members in some manner on their name badge at events so others can welcome them.
- Include a "Newest Members" section in your newsletter. Supply a link to their LinkedIn profile or webpage if possible.

#### Connect

- Host new member orientations or networking events for new members to meet each other and key leaders in the chapter. This can be part of an education program or stand-alone event that occurs as needed.
- Personally welcome new members at the door during events and introduce them to other members.

#### Assist

- Send a welcome email to all new members with all the details everything a new member needs to know. **Sample email script is available in the CLRP.**

- Develop a new member section on the chapter website. This could be similar content to the welcome email sent out to new members.
- Design a new member ambassador program to welcome new members to the association, help them feel connected to the chapter community, and assist them with understanding the ROI of their membership.

### Managing Member Engagement

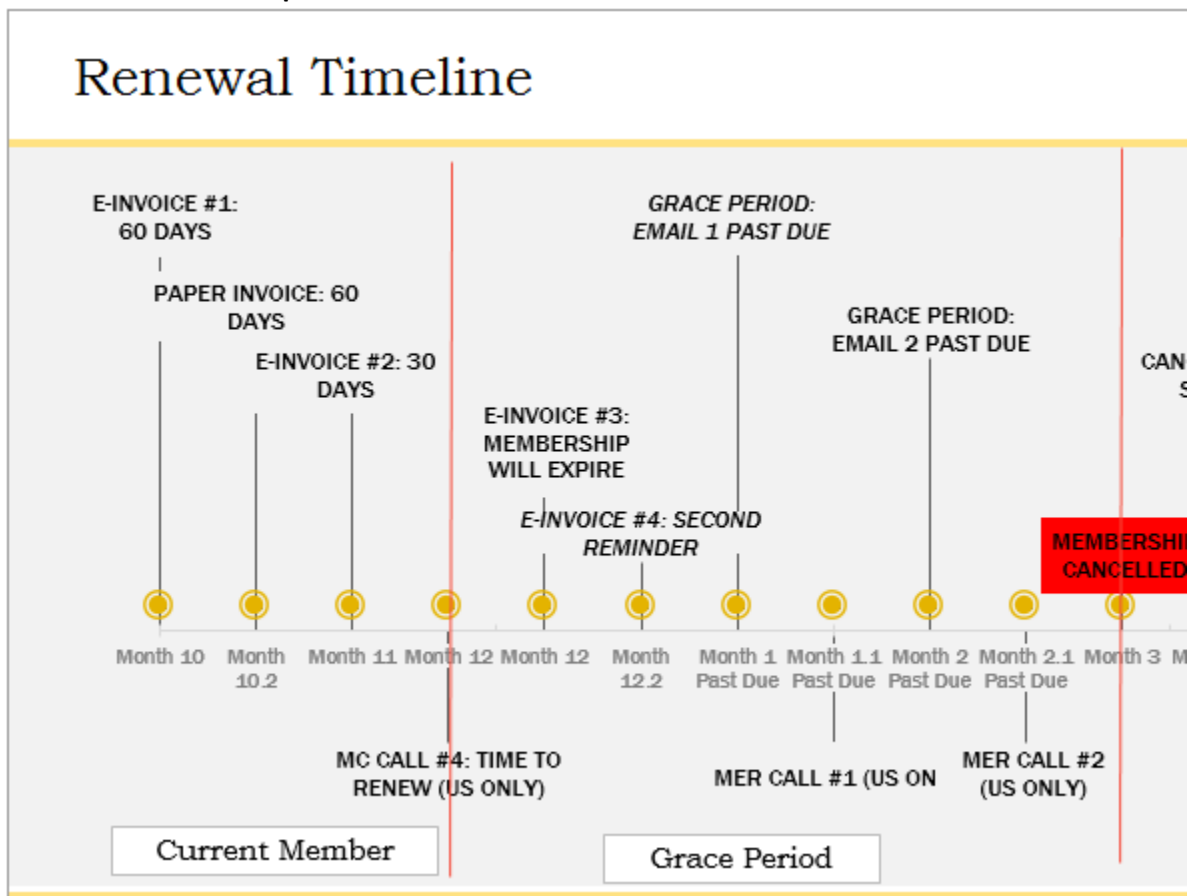
Keeping the membership engaged takes a team of volunteers and staff to manage the process. And it expands beyond the first year member. Continuing to support and recognize members is vital to keeping the members loyal. A few suggestions to be incorporated in to a retention strategy include:

- **Conduct Customer Service Outreach calls** – Contact members that are at the mid-year point of their membership. This is not a call with a renewal focus but the intent is to gauge engagement and satisfaction. **Sample call script is available in the CLRP based on the best practice from the Chicago Area Chapter.**
- **Initiate an "Anniversary Campaign"** – Celebrate the membership milestones that members reach at 1, 5, 10, 15, 20, and 25 years membership. This can be done via social media, e-newsletters, or at events. Anniversary year pins can be order from MPI Global using the "Chapter Anniversary Pin Form" available in the CLRP beginning with 5 Year Anniversary in intervals of five years.
- **Create a Mentoring Program** – The purpose of a mentoring program is to give members who are seeking to develop skills or progress professionally an opportunity to have a mentor to guide and provide support on their journey. The program is intended for career development, and strictly prohibits participants from marketing or soliciting for business reasons. **Sample Mentor Program in the CLRP based on best practices from the Minnesota and Tennessee Chapters.**
- **Prove the Value of Membership through a Connections Campaign** – The Tampa Bay Area Chapter developed a program to quantify connections and prove the value of MPI. Members submitted the type of connection they made and value of that connection. **Sample Connections Campaign in the CLRP.**
- **Coordinate Table Hosts at Events** – Secure volunteers to serve as table hosts at events with the goal of supporting the communications efforts of the chapter. They should ensure that everyone at the table is introduced to one another, exchanges business cards, and that new members are made to feel welcome. **Sample Table Host Program in the CLRP based on the Rocky Mountain Chapter best practice.**
- **Designation Recognition** – Highlight the members in the chapter that have achieved a new designation. This can be done via social media, e-newsletters, or at events.
- **Encourage Continued Employer Support** – Send a letter of acknowledgement to employers letting them know about members' contributions to your chapter and thanking them for their support. Renewing members also have access to a Justification Letter available at [www.mpiweb.org/renew](http://www.mpiweb.org/renew)

### Renewal Efforts

Associations with increases in overall membership in the past year tend to have a greater number of contacts in their renewal series. The sweet spot is proven to be 7 or more contacts during the renewal cycle.

**MPI Global:** The renewal process begins with a series of calls, invoice mailings and email reminders. This is an ongoing process based on member needs during the 60 days prior to expiration and continues for one year after anniversary date. A sample of the communication timeline is available on the CLRP, Membership tab, Member Retention section, titled "MPI Global – Member Renewal Timeline"



For an enhanced version of this Renewal Timeline, visit the CLRP, Membership tab, Member Retention section, titled “MPI Global – Member Renewal Timeline”

**Chapter:** Chapter renewal efforts should be developed as a follow up to the efforts made by MPI Global. Work with your MPI Member Engagement representative to determine a schedule that works best for your chapter’s needs.

Chapters play a critical role in retaining members. Here are some times before and during the renewal process that a chapter membership team can assist:

#### 6 Months After Joining:

- Ensure the member has attended an event in the last six months. Call/email them with a special invite to ‘join you’ at your table or even carpool.

#### 30 Days Before Renewal Date:

- Chapter emails member reminder to renew and highlights of the past year and upcoming chapter activities. [Sample renewal reminder email is available in the CLRP based on the best practice from the Chicago Area Chapter.](#)
- Recognize members celebrating anniversaries next month in newsletters or on web.

#### Renewal Incentives

Incentives are great tools to provide that extra encouragement to get to join and renew. Ones that work best are those that link directly to the value proposition. And keep the incentive inexpensive as renewals are about increasing ROI for the chapter.

**MPI Global:** The MPI Member Engagement team promotes monthly incentive options for members to renew. Promotions include discount codes, giveaways, conference registrations, etc. A list of the annual Renewal Incentives can be obtained from your MPI Member Engagement representative or by visiting [www.mpiweb.org/renew](http://www.mpiweb.org/renew). Chapters can help promote the monthly incentives by sharing in monthly e-newsletters, through social media, or during the >30 days prior to expiration Chapter Email.

**Chapter:** Offer incentives that are inexpensive for the chapter. Options could include:

- Enter renewing members into a drawing for complimentary event attendance.
- Create a partnership with a company that can support a renewal incentive. Examples are restaurant gift card or promotional items.
- Develop a scholarship or grant program for members needing assistance with their renewal.

### Student to New Professional Transition

Students account for just a fraction of a chapter's membership but they have great potential for being active, engaged members and becoming the future of the association.

**Student Member Engagement:** Encourage student members to be involved in all areas of the chapter; not just a Student Affairs Committee. Offer mentorship opportunities to assist students in navigating their way through MPI and into the workforce.

**Student-in-Transition Program:** Promote the Student-in-Transition Program. Designed to allow a student member to gradually transition to the full membership rate, the program encourages students to stay involved once they enter the meeting and event industry.

Student-in-Transition Stage	Canada/ U.S. Rates	EU Rates
Student Member	CAD/USD \$40	€40 Euro
Student-in-Transition Stage 1 – 1 <sup>st</sup> Year	CAD/USD \$75	€75 Euro
Student-in-Transition Stage 2 – 2 <sup>nd</sup> Year	CAD/USD \$150	€150 Euro
Student-in-Transition Stage 3 – 3 <sup>rd</sup> Year	CAD/USD \$250	€250 Euro
Full Member Planner	CAD/USD \$349	€325 Euro
Full Member Supplier	CAD/USD \$469	€450 Euro