



# Chapter Best Practices

## MEMBERSHIP

*Submitted by Oregon Chapter*

### **PRACTICE: Membership Engagement & Retention**

**PURPOSE:** To check in with members about upcoming renewals

**GOAL:** Retain existing members

**DELEGATE:** Membership

We engage our members through the following programs:

- Emerging Leaders
- CMP 101
- Our State of the Industry on Global Meetings Industry Day was a huge success
- MPI 101
- 2 socials a year
- In 2019 – 2020 we are incorporating a sales blitz (get on the Bus)
- New this year - dedicated volunteer ambassador that recruits new members in to volunteer roles, one person handling this has proven to be more successful as we have the right person in the role
- At the monthly meetings, we started choosing a member to profile on FB, we take a photo and ask 5 questions that are non-work related, upload this to FB and lets members know fun facts about this member
- We have simplified our approach this year KISS (keep it super simple) meaning we make this about the love, the fun and the personal experience.

See sample welcome letter below:

We are thrilled to have you back as an MPI <INSERT CHAPTER> member 🤗🤗

I know you have a pretty good idea of how things work at MPI but if you have ANY questions at all, please don't hesitate to reach out! As you know, we all get the most out of our MPI memberships by being involved in some type of volunteer capacity so if you aren't already on a committee, we'd be happy to make introductions between you and any committee chairs you would like to 'meet' and learn more about what that committee volunteer work is all about. I'm cc'ing Janet Kearney here as she is our main liaison between new members and all our committees.

Here are some upcoming MPI events to put on your calendar and of course you are now going to be receiving the MPI newsletters too with even more info for us on upcoming MPI events, meetings and happenings. I look forward to seeing you at a future meeting – I will happy to introduce you to anyone you are hoping to meet!

- **<INSERT UPCOMING EVENTS>**

Hope to see you at our next meeting!

Warm regards,