

## CHAPTER LEADER MEETUP RECAP

### Membership

11/17/2020

### STAFF SHARE

- **Demographics:** Have you reviewed your chapter demographics yet? The [Chapter Demographics Report](#) is available to chapter leaders to understand who their members are and the level at which they operate. The Chapter Demographics Report is sent on the first Wednesday of each month in the Chapter Leaders Newsletter and can also be found within the Membership folder in the [All Chapter Leaders community](#) on MySMPS.org.
- **Chapter Programs:** As chapter programming is developed, including time to speak to membership benefits or to share a board member's SMPS story, can remind current members of their benefits and inform prospective members of the benefits available when they join.
- **Member Benefits:** We encourage members of the board to become familiar with the benefits available through the [SMPS HQ website](#) and [MySMPS.org](#). A few items to highlight are as follows:
  - [Advanced Member Directory](#)
  - [Pivot & Focus Learning Labs](#)
  - [Marketer journal](#)
  - [Marketer Quicklook](#)
  - [SMPS Salary Survey](#)
  - [Pivot & Focus](#)
  - [SMPS Foundation Research Reports](#)
- **New Sector Communities:** During one of our recent membership meetups, interest was shown for a space where members who operate in similar sectors could find teaming opportunities, share resources and best practices, as well as to connect for advice. The new [sector communities](#) on MySMPS.org have rolled out with a handful of options and will expand with additional communities soon.

### BREAKOUT ROOM TAKEAWAYS

- Chapters are scheduling monthly meet and greets, as well as events focused on the needs of younger members. Surveying younger members to gauge their interest and to receive feedback on ways the chapter can meet their needs are steps to increase attendance. These events are typically open to a smaller number of attendees at a time to help younger members feel more comfortable and increase engagement while present.
- Incentives are provided to members by chapters as a way to encourage participation with surveys, to attend chapter programs and other networking events. Also, while

keeping the financial health of the chapter in mind, gift cards and additional prizes can be made available to attendees in order to entice members and prospects. Chapters have also been in contact with SMPS HQ requesting the membership gift certificate and the on-demand webinar gift certificate available to chapters each fiscal year.

- The rewards available through the [Share SMPS: Refer a Friend](#) program are being used by chapters to attract new members to the society. Additionally, chapters have also explored covering the full cost of membership for members who refer new members. Lapsed members are also being contacted regarding membership rebates, that are covered by chapter, to encourage lapsed members back to the chapter and society.
- As chapters are continuing with virtual programming, the content is being used as a free member benefit. With permission of the speaker, the programs are being recorded and made available to members at no cost but providing the recording to non-members at a cost.

## SMPS HQ RESOURCES

- If you would like to invite SMPS HQ staff members to speak to membership benefits at your upcoming programs or new member event, please contact the Member Engagement Coordinator, Matthew McFadden at [matthew@smps.org](mailto:matthew@smps.org).
- Requests for membership items such as brochures, postcards, *Marketer* journals, stickers, and more can be made by contacting the SMPS HQ membership team at [membership@smps.org](mailto:membership@smps.org). Additional chapter branded items can also be purchased at the SMPS Online Store, [shopsmps.org](http://shopsmps.org).
- SMPS HQ offers a membership gift certificate and an on-demand gift certificate each fiscal year to each chapter. The membership gift certificate provides one year of free membership and can be used towards a membership renewal, towards a prospective member to join or a lapsed member to reinstate their membership. The on-demand webinar gift certificate provides access to two on-demand webinars from the catalog at [SMPS Online Learning](#).
- Each year chapters can request to participate in a chapter postcard mailing. The chapter and SMPS HQ will team to develop a postcard mailing to a list of viable prospects. SMPS HQ will cover the cost of the postage, printing and design, if needed. If the chapter would like to lead the efforts on the postage, printing or design, that option is available. Contact the Matthew McFadden, Member Engagement Coordinator at [matthew@smps.org](mailto:matthew@smps.org) to discuss further details.