

CHAPTER LEADER MEETUP RECAP

Membership

1/12/2021

STAFF SHARE

- **Gift Certificates:** SMPS HQ offers a membership gift certificate and an on-demand webinar gift certificate each fiscal year to every chapter.
 - The membership gift certificate provides one year of free membership and can be used towards a membership renewal, 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](#).
 - Please contact SMPQ HQ Member Engagement Coordinator, Matthew McFadden at matthew@smps.org to claim your gift certificates.
- **SMPS Members page:** A new SMPS members page was unveiled at smps.org/members, as a single location for all-things membership.
 - This page contains information on the complimentary content available to members, professional development opportunities, ways for members to connect and network, career resources, an events calendar, and more!
- **Engaging New Members:** During the opening of our program we asked attendees to provide steps they currently take to welcome and engage new members to the chapter, and these are the great ideas attendees shared:
 - Chapters invite new members to a virtual coffee meeting and provide the new member with a gift card to purchase a beverage prior to the meeting.
 - A welcome email is sent from the chapter to the new member upon joining, which highlight benefits, information about the chapter and the committees that are available for members to join.
 - As new members join the chapter, a chapter board member is notified and works as an ambassador with the new member to help introduce them to the chapter.
 - Membership committee members are calling new chapter members to introduce them to the benefits, events and programs, or any open committee roles to encourage them to get involved.
 - New member chapter breakfasts are being scheduled throughout the year to highlight member benefits and introduce them to the chapter.
 - When a new member joins, the chapters director of communications will schedule an interview with them for a new member profile, which is posted through the chapter's social media accounts.

BREAKOUT ROOM TAKEAWAYS

- Chapters are scheduling small group meetups in place of large events, which are normally open to all chapter members. By limiting the number of attendees, they are able to build relationships with the chapter and to help grow a member's SMPS network.
- SMPS videos and testimonials are being used by chapters to introduce new members to the society and how SMPS has helped members in their career.
 - By playing the [SMPS Unscripted videos](#) and inviting [SMPS Society board members](#) to speak at events and programs, new members understand the larger role SMPS can play at their firm and in their career.
- Chapters continue to look for ways to effectively speak to their principals and firm leaders about SMPS. An upcoming event that will assist in highlighting SMPS and its influence is SMPS HQ's [A/E/C Momentum](#).
 - A/E/C Momentum is a brand-new, premier industry event for principals, owners and firm leaders, and senior-level marketing and business development executives taking place on January 28, 2021, at 11 a.m. ET, as a virtual experience.
 - Visit [A/E/C Momentum](#) for additional details and to register, and please encourage your firm leaders to register as well.

SMPS HQ RESOURCES

- 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.
 - Additional chapter branded items can also be purchased at the SMPS Online Store, shopsmps.org.
- 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 SMPS HQ Member Engagement Coordinator, Matthew McFadden at matthew@smps.org.