

CHAPTER LEADER MEETUP RECAP

Membership

3/18/2021

STAFF SHARE

- **Membership Grace Period:** SMPS HQ provides all members with a 130-day extended grace period, which begins the day after their membership expires.
 - If additional assistance is needed when reviewing chapter reports listing members within their 130-day grace period, please contact SMPS HQ Member Engagement Coordinator, [Matthew McFadden](#).
- **Demographics:** The [Chapter Demographics Report](#) is available to chapter leaders to provide an understanding of their chapter make up. 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.
- **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:
 - [SMPS Member Benefits](#)
 - [Advanced Member Directory](#)
 - [Pivot & Focus Learning Labs](#)
 - [Marketer journal](#)
 - [Marketer Quicklook](#)
 - [SMPS Salary Survey](#)
 - [SMPS Foundation Research Reports](#)
 - [SMPS Bookstore](#)
 - [Marketer Must-Read: Business Development](#)
 - [Marketer-Must-Read: Digital Marketing](#)
- **This is SMPS PowerPoint (attached to this email):** This sample presentation provides an overview of the Society while highlighting member and chapter data. The information included in the sample presentation can be highlighted in pre-event slides during chapter events and programs.
 - Please contact SMPS HQ Member Engagement Coordinator, [Matthew McFadden](#) to request an updated version as the membership data can change often.

BREAKOUT ROOM TAKEAWAYS

- Chapters are using the [Chapter Reports Extranet](#) to retrieve reports on expiring members and sharing the list of these members with the chapter board. The chapter

leaders are then making calls to members they recognize on this list, reminding them their membership is about to expire or inquiring as to why they are unable to renew at the moment.

- Multiple small in-person events are being hosted at the same time by larger chapters who can meet in-person at this time. By limiting the number of attendees at each program they can distance safely, but also cover a larger area by hosting multiple events throughout the state.
- As chapters are focusing on new members, new member welcome kits are being developed and provided as new members join SMPS. Typically provided in a digital format, these welcome kits include the chapter events calendar, committees' new members can join, SMPS member benefits, and more. Please remember that SMPS HQ provides the chapter with a daily member alert at 10am EST the morning after a new member joins the Society.

SMPS HQ RESOURCES

- If you would like to invite SMPS HQ staff to speak to membership benefits at your upcoming programs or new member event, please contact SMPS HQ Member Engagement Coordinator, [Matthew McFadden](#).
- 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](#).
 - Please connect with SMPS HQ Member Engagement Coordinator, [Matthew McFadden](#) to check if the chapter has used one or both this fiscal year and to retrieve yours.
- Requests for membership items such as brochures, postcards, *Marketer* journals, stickers, and more can be made by contacting the [SMPS HQ membership team](#).
 - Additional chapter branded items can also be purchased at the SMPS Online Store, shopsmps.org.