



# Region 3 Annual Meeting: Membership Development Report

Presented by:  
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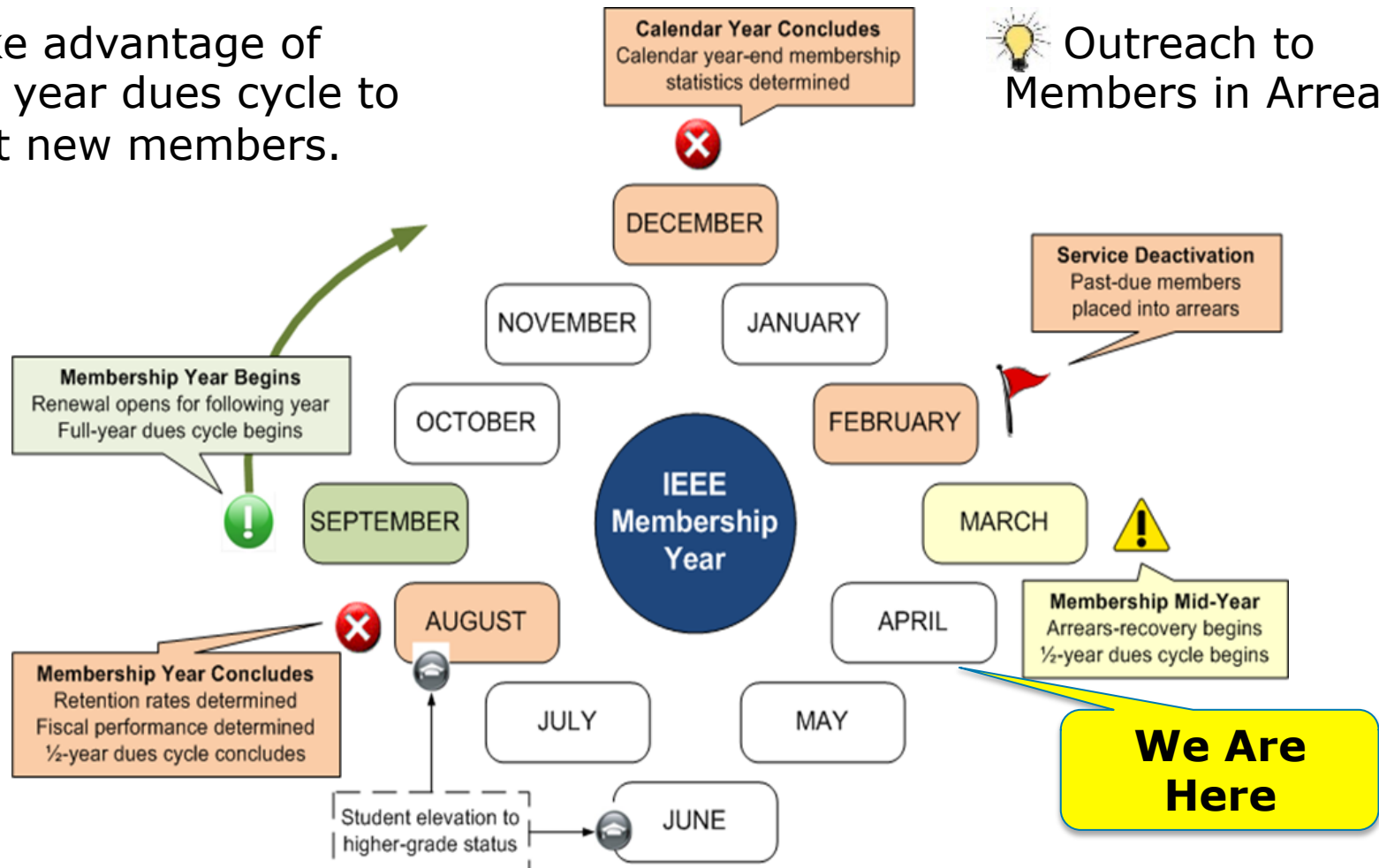
# Agenda

- ▶ What is Membership Development?
- ▶ Initiating Member Engagement
- ▶ How can I help you?
- ▶ Actions/Takeaways
- ▶ Appendix
  - Tools and Resources

# Member Recruitment and Recovery Cycle

💡 Take advantage of the 1/2 year dues cycle to recruit new members.

💡 Outreach to Members in Arrears



# Region 3 Membership Stats\*

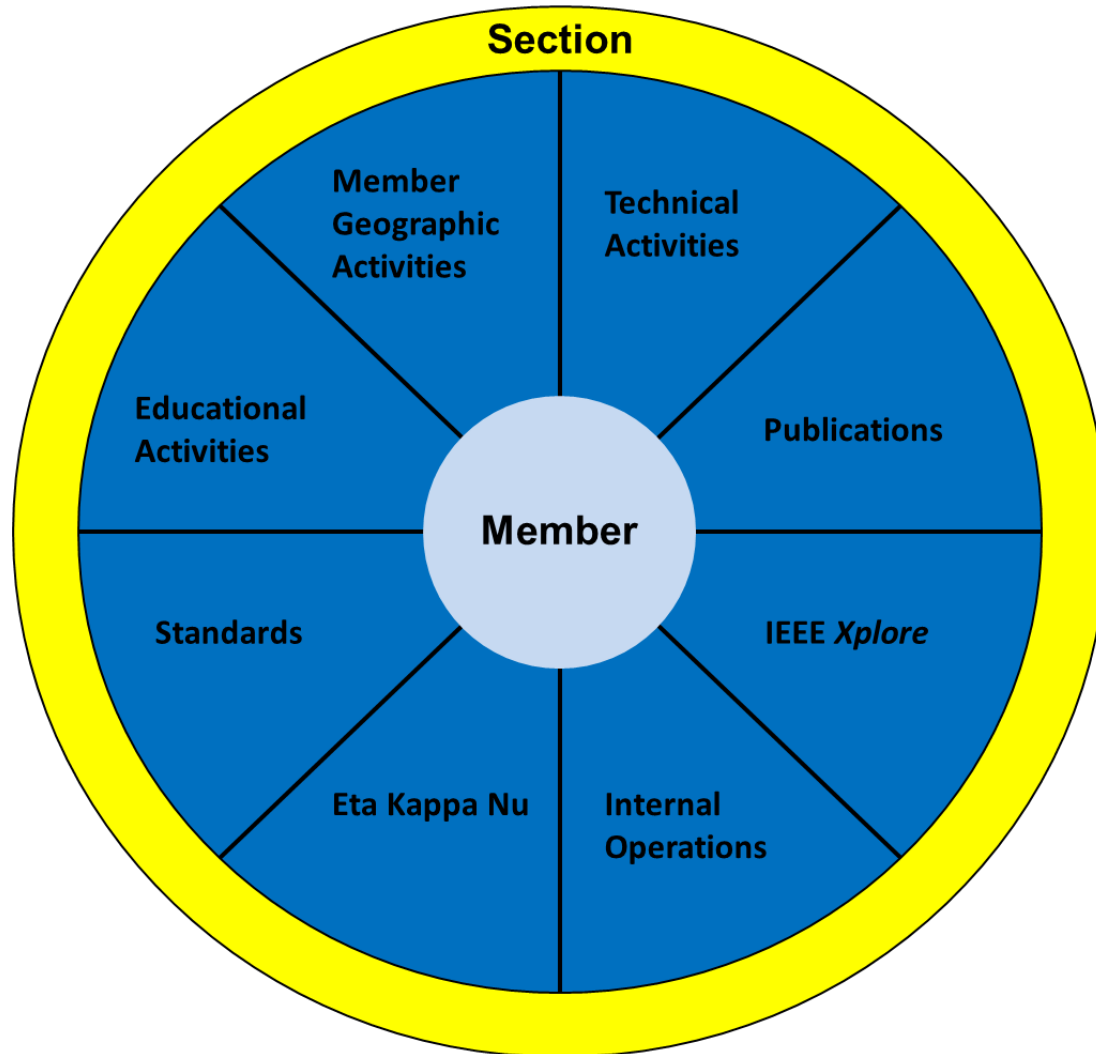
	2015	2014	% Change	# Change
Total Members	24,810	25,407	-2.3%	-597

	2015			2014	
	Opportunity	Renewed	% Renewed	% Renewed	Members Lost
Retention	27,940	20,850	74.6%	75.1%	<b><u>7,090</u></b>

	2015	2014	% Change	# Change
Recruitment	2,942	3,128	-5.9%	-186

\* Statistics as of the end of March 2015

# Vision of IEEE



# What is Membership Development?

## Lead Generation + Member Engagement

- ▶ Not just about recruiting new members (lead generation)
- ▶ Servicing Current Members
  - Building relationships with your peers
- ▶ Provide opportunities your peers “value”

**Deliver an excellent member experience you will retain and attract members**

# Initiating Member Engagement

# Know Your Members (KYM)

- ▶ The average member:
  - Interacts Locally through
    - Societies
    - Section
  - Won't commit to projects:
    - Without knowing details
    - "Administrative" Duties
  - Will participate in activities that:
    - Have practical applications
    - Benefit their community
    - Provide a benefit to them individually



**Talk to Your Members - Email is not enough**



# How is This Relevant to Sections



- ▶ **YOU** are:
  - The frontline member contact
  - Planning what is offered
- ▶ Best interest to assess Section offerings
- ▶ Are you offering what your members “value”?

**You play a pivotal role in making IEEE your members’ professional home**

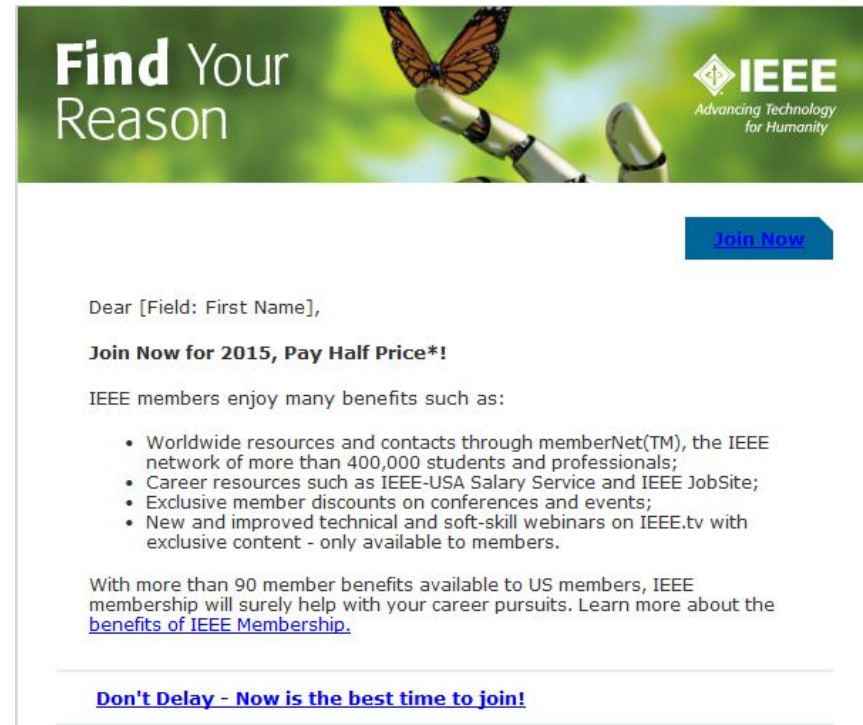
# How I Can Help You?

# IEEE Region 3 Staff Resource

- ▶ Primary Responsibility: Membership Development
- ▶ Evolved into Volunteer Help Desk
  - Available to discuss **YOUR** Section's needs
  - Quick Access to information you need
  - Assist with Membership Strategy Development
- ▶ What I need from you
  - Talk to me
  - Want to know:
    - What's working?
    - What's not?
    - What do you need help with?

# IEEE HQ Campaigns

- ▶ Internal Campaigns
  - Data Source: member database
  - Send Email to:
    - Recover members
    - Recruit Members
  - Region/Sections Campaigns
- ▶ Third Party Campaigns
  - All about recruitment
  - Email
  - Web Ads



The image shows a promotional email for IEEE membership. The header features the text "Find Your Reason" in large white font on a green background with a butterfly. The IEEE logo and tagline "Advancing Technology for Humanity" are in the top right. A blue "Join Now" button is on the right. The main body of the email is white and contains the following text:

Dear [Field: First Name],

**Join Now for 2015, Pay Half Price\*!**

IEEE members enjoy many benefits such as:

- Worldwide resources and contacts through memberNet(TM), the IEEE network of more than 400,000 students and professionals;
- Career resources such as IEEE-USA Salary Service and IEEE JobSite;
- Exclusive member discounts on conferences and events;
- New and improved technical and soft-skill webinars on IEEE.tv with exclusive content - only available to members.

With more than 90 member benefits available to US members, IEEE membership will surely help with your career pursuits. Learn more about the [benefits of IEEE Membership](#).

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**[Don't Delay - Now is the best time to join!](#)**

# Two Actions/Take Aways

- ▶ **ENGAGE YOUR MEMBERS...**
  - Membership development and engagement is about cultivating members
  - Get to know them (likes, dislikes, interests, etc)
  - Assess whether your Section is delivering
  - Adjust as necessary
  - Arrears & New Member outreach
- ▶ **Contact Me**

# A quote...

“I realized if we executed the business rules, we could transform non-members into passionate members. We could retain members and gain volunteers. We could reach more disciplines, women, young professionals, and consultants. As Chair, I could reach out to former members and regain some of them. I could surprise members with random calls from the Chair. I could have two Lifers call all their peers . We could build new relationships with members, other professionals, industries, pre-university programs, partners, distinguished speakers, and on and on. We could.....”

- Jacquelyn Cunningham, Region 3 Columbia Section Chair

# What has your Section done lately?



# Questions?

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