



IAIP MEMBERSHIP RENEWAL CAMPAIGN GUIDE AND TOOLKIT



CAMPAIGN OVERVIEW

IAIP has launched a new member recruitment campaign: Go All In. The concept is that if a new member takes advantage of all the benefits IAIP has to offer, the member will experience the powerful value of the education, leadership and community within IAIP. The same is true for current, active members. With the renewal campaign, we are tying together the two concepts of being “All In” with your membership. Encourage the members to exclaim “I’m All In” with IAIP.

WE NEED YOU!

Members are the most crucial component of our renewal efforts. You are what will help drive its success. Every member is an ambassador for IAIP, and who better to share our message than you who knows best the benefits of belonging? Help share this message with your local association and encourage your members to maintain their connection to our community.

MEMBERSHIP RENEWAL PROCESS

Personal outreach from a peer in the local association is a critical component to the renewal process. Local renewal efforts should be developed as a follow up to the efforts made during the International process outlined below. It is recommended that local associations connect with members a few times during the renewal process.

Corporate Centre Reminder	Days Pre/Post Expiration	Message
Reminder 1	90 days pre	Renew Your Membership Today
Reminder 1 <i>(Bounced or no email)</i>	~ 90 days pre	Mailed Invoice
Reminder 2	~60 days pre	Membership Renewal Notice
Reminder 3	~30 days pre	2015 Membership Renewal Deadline Approaching
Reminder 4	1 day pre	Membership Renewal Deadline is Tomorrow
Reminder 5	25 days post	Renew Today to Avoid a Membership Lapse
Reminder 6	~60 days post	Wait! We want you back!
Confirmation	Thank You	Thank you for renewing your membership

If you have questions regarding the membership renewal process, contact Amanda Hammerli, Director of Member Services at 800.766.6249 ext. 2 or membership@iaip-ins.org.

GLOSSARY OF RESOURCES

Membership rosters and directories are posted to the IAIP website for member use. Here is an overview of the different reports available.

MEMBERSHIP ROSTERS

Description: [Membership Rosters](#) list active members who have renewed for the current fiscal year. The report is based on Region and sorted by state then local association. These rosters are updated and posted on a daily basis until the end of July. Starting in August, the rosters are updated each time a member renews.

Not sure of the specific expiration dates for the members in your local association? This is the report to use. View the Membership Rosters to see expirations dates for all members.

Member Data included: name, membership expiration date

NON-RENEWED MEMBERSHIP CONTACT LISTS

Description: [Non-Renewed Membership Contact Lists](#) list individuals who have not yet renewed their membership. The report is based on Region and sorted by state then local association. These rosters are updated and posted on a daily basis from July 1 until the end of July. Starting in August, the rosters are updated each time a member renews as they will be removed from this roster.

Member Data Included: name, membership expiration date, contact information including address flag (**H**ome or **O**ffice), employer, mail address, telephone number and email.

RENEWAL INVOICES

Renewal invoices will be emailed to all non-renewed members approximately 60 days prior to their renewal date. Invoices will be mailed if email fails. To assist with the renewal process, local associations may request membership renewal invoices for all local association members for distribution. Contact Amanda Hammerli, Director of Member Services at 800.766.6249 ext. 2 or membership@iaip-ins.org.

LOCAL DUES

Did you submit your local dues declaration? View the list of all the [local dues](#) assessed.

I'M ALL IN WITH GRAPHICS & COLOR

BRAND STANDARDS

CORRECT LOGO USE

with tagline



without tagline



INCORRECT LOGO USE

stretched/distorted



alternate tagline



Colors



BLUE: R= 0, G= 85, B=150; HEX = #005696; C=100, M=58, Y=0, K=21



GREEN: R=120, G= 162, B=64; HEX = #78A22F; C=45, M=0, Y=100, K=24

I'M ALL IN WITH EMAIL REMINDERS

Personal outreach from a peer in the local association is a critical component to the renewal process. Local renewal efforts should be developed as a follow up to the efforts made during the International process outlined below. It is recommended that local associations connect with members a few times during the renewal process.

Review the [Membership Roster](#) to see the expiration dates and to determine who should receive these messages. Review the roster/contact list monthly to send the scheduled outreach.

EMAIL #1

Date: ~60 days pre expiration (*for the majority of the members with an expiration date of 6/30, this message should be sent in May*)

Email Subject: IAIP Membership Renewal Reminder

Distribution: [Membership Roster](#)

Dear [name],

Your role will shift and the industry will change. The one constant is the community that will continue to strengthen and support you.

If you have already renewed your membership, thank you for your continued support of IAIP. If you have not yet renewed, I'm hopeful that this past year brought you much success and you have been connecting with members and building your career through your membership in IAIP. If you've been an active and engaged member, I'm confident you've experienced the many benefits of membership, are planning to renew and can say "I'm All In" with IAIP.

If you can't decide whether to renew, please call me so we can discuss how to get you on the path to IAIP becoming an invaluable component in your career. Attend events, stay connected and join a committee; there are a myriad of ways for you to maximize your investment in our insurance industry community.

I look forward to seeing you at an event soon. Are you ready to say "I'm All In"? [Renew your membership today.](#)

Connecting Members. Building Careers.

[name]

[association title]

[contact information]

EMAIL #2

Date: ~30 days pre expiration (*for the majority of the members with an expiration date of 6/30, this message should be sent in June*)

Email Subject: IAIP Membership Renewal Reminder

Distribution: [Membership Roster](#)

Note: *Expiration date can be found on the membership roster*

Dear [name],

Our Promise: to develop leaders, influence careers and connect members through providing enhanced education, building strong, dynamic communities, and delivering exceptional resources. Take advantage of all the benefits IAIP has to offer and get ready to say “I’m All In”.

Maintain your connection to the Insurance Professionals’ community. Your membership renewal is due on [expiration date]. [Renew today!](#)

If you have questions on how to make the most of your membership in IAIP, please give me a call!

Connecting Members. Building Careers.

[name]

[association title]

[contact information]

EMAIL #3

Date: ~30 days post expiration (*for the majority of the members with an expiration date of 6/30, this message should be sent in July*)

Distribution: Non-Renewed Membership Rosters

Email Subject: We Don't Want to Lose You!

Dear [name],

You don't want to miss a single chance to develop your career, expand your network, and share your professional knowledge. Just in case you forgot, or perhaps you meant to renew and time slipped away, it's not too late. [Renew your membership today!](#)

[add details on the specific benefits of your local association, highlight upcoming events, or share anything relevant to your association that may entice a member to renew.]

Connecting Members. Building Careers.

[name]

[association title]

[contact information]

I'M ALL IN ON SOCIAL MEDIA



SAMPLE SOCIAL MEDIA POSTS

Below are samples of social media posts that you can customize and publish to your local social media outlets. Use the hashtags **#ImAllIn** and **#IAIP** in your Twitter and Facebook posts. *Note: Do not use an apostrophe for #ImAllIn; the hashtag will end where you place the punctuation so you would only see #I in the search results if you use #I'mAllIn.*

Facebook & LinkedIn

IAIP is connecting members and building careers. Insure your future and renew your membership with #IAIP. Are you ready to say #ImAllIn?

(Include your association web site link, or better yet – a link directly to the event information on your web site, if available. Remember to include one of the three campaign photos, or the GO ALL IN logo.)

Twitter

Are you ready to say #ImAllIn with #IAIP? Renew your membership today!

(Twitter posts are limited to 140 characters. Graphics/photos do not count towards your 140 character limit.)