Best in Class – Membership Winner - New York

Section 1: Campaign Overview

Areas of Awesome:
- Great detail on the different types of members and how their perspectives differ. The mailing broken up by membership type is a great BP.
- Under “Retain” – good focus on a membership mentality
- Good title page

Suggestions for Improvement:
- Do you set annual goals for increases in membership? Consider sharing that information.

Section 2: Best Practices

Areas of Awesome:
- The submittal seems very deliberate – would be a very helpful resource to other chapters
- The submittal is very well organized and easy to navigate
- Under “New Member Orientation” – very organized approach to contacting new members
- Even though your event only directly recruited one new member, we loved your futuristic approach to its purpose – setting a stage for many new members in 2020’s first quarter
- Great survey and response by survey by adding desired programming

Suggestions for Improvement:
- Under “New Member Orientation” – consider adding more detail on what the chapter liaison does to engage the new member
- Excluded how social media and website supports membership initiatives
- Enjoyed the link to photos, but submittal could have used some more visual aids