WEFTEC Pilot Joint Recruitment Campaign

2017-2018 WEF HOUSE OF DELEGATES MEMBERSHIP WORKGROUP REVIEW
How was the Pilot WEFTEC 2017 Campaign Developed?

The pilot joint recruitment campaign was developed from requests at WEFTEC 2015 MA Leadership Day.

MA’s inquired about a joint WEF/MA recruitment opportunity with non-member WEFTEC conference attendees.

In April 2016 the HOD Member Relations Workgroup and WEF Membership Committee began developing criteria for the new pilot campaign.

Launched September 2017 at WEFTEC 2017 (Chicago) with 32 MA participants.
Purpose and Criteria of Pilot WEFTEC 2017 Campaign

- Great opportunity for non-members to learn more about WEF and their local MA’s programs, services and other benefits through one-year complimentary membership.

- Only individuals that registered for WEFTEC 2017 (Chicago) at the Non-Member Full Registration rate and have never held a WEF membership, will be eligible to receive this one-time offer.
Approximately 487 individuals had full non-member registrations at WEFTEC 2017.

WEF staff manually verified membership eligibility.

Participating MA’s list of new members on November 15 to MA Contacts and Delegates.

New members were contacted of this new joint offer and had the opportunity to opt-out. No one opted out of receiving the membership.
### WEFTEC 2017 Joint Recruitment Campaign Results

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<th><strong>32</strong> Member Associations Participated</th>
<th><strong>351</strong> new joint WEF/MA members</th>
<th><strong>10</strong> MAAs gained 10+ members</th>
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<td>➢ 28 U.S.</td>
<td>➢ 291 U.S.</td>
<td>(California, 54; Central States, 37; Texas, 23)</td>
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<td>➢ 4 Canadian</td>
<td>➢ 60 Canadian</td>
<td>On average - 11 members gained by each participating MA</td>
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6 MAAs had 3 or fewer new members
Membership Resources and MA Reciprocal Membership Plan

2017-2018 WEF HOUSE OF DELEGATES MEMBERSHIP WORKGROUP
Retention Tools and Follow-up Plan

- Retention - tools developed for joint WEF/MA efforts (MA resource library)
- HOD Outreach to MAs to coordinate retention efforts
- MA Reciprocal Membership Plan Developed
WEF has provided several templates under the MA Resource Library page to retain new members and for follow-up:

- New Member Welcome Email
- New Member Welcome Letter
- Sample - Renewing Member Engagement Plan
- Sample – Membership Renewal Phone Script
- WEF – Exit Survey
Joint Recruitment Campaign
Resources

We have the following questions:

- Do you have these and do you use them?
- Have you modified them for your use? If so, please share examples?
- Are they effective?
- Any suggestions for WEF Staff on how to improve them?
MA Reciprocal Membership Plan
What is the MA Reciprocal Membership Plan?

MA’s asked for WEF to create a reciprocal program to utilize WEF complimentary memberships in their recruitment efforts to their local.

A reciprocal membership plan was created and finalized by the WEF Membership Committee and HOD Member Relations Workgroup. Implementation early April 2018.

The overarching goal is the introduction of WEF/MA memberships to new individuals.
Participating MA’s will receive an equal number of one-year complimentary WEF memberships as were converted from pilot campaign.

Participating MA’s will receive a minimum of three (3) complimentary WEF memberships.

MA’s will have 12-months to distribute the complimentary memberships.
MA Reciprocal Membership Plan

Developed through a joint effort by WEF Membership Committee & HOD Member Relations Work Group

- Flexible options for MAs to disburse memberships at own discretion (suggestions provided in FAQ’s)
- Guidelines, logistics and FAQ’s provided in handout
- Pilot Joint WEF/MA extended for WEFTEC 2018.
- MA’s must opt-in and sign enrollment form annually to participate.
Suggestions/ Ideas?

Please contact your Delegate or MA Staff Liaison (Scott, Dianne, Kelsey)
Questions/ Discussion?