



Fall Membership Campaigns 2017-2018

Chapter Contest: SGMP – My Professional Home

About the Campaign This campaign is a fall membership recruitment campaign with rewards that are conferred on chapters. The campaign runs for 13 weeks September 20-December 20, 2017, with the goal of adding new members to our Society and our chapters.

Prizes

1. Three prize categories for chapters recruiting the most members include the following.
 - a. Highest percentage gain in new members (1st, 2nd, 3rd place)
2. Chapter Incentives
 - a. NEC Conference registration for a planner – 1st Place
 - b. \$300 stipend for chapter programming – 2nd place
 - c. \$150 stipend for chapter programming – 3rd place

Rules

- Results sent to each chapter in the monthly MMR report (Oct, Nov, Dec). Results to be announced end-December/early January.
- A minimum threshold of at least 10% gain is required to win a prize.
- Chapters may not win more than one prize.
- Chapters may not pay dues for any individual or organizational membership.

What Your Chapter Can Do

- Publicize the contest to members and encourage them to invite guests to attend chapter events and activities.
- Place provided newsletter article in government agency newsletters.
- Encourage government meeting suppliers to share information about SGMP to all of their government clients.
- Share why SGMP is “your professional home” on your social media channels using the #MyProfessionalHome hashtag
- Consider sharing why SGMP is your professional home during your meeting introductions.
- Follow-up with guest attendees and those who request information as your chapter would normally do. And, invite them to become members of SGMP and your chapter.
- Check in on the MMR report as you would normally do to see how your efforts are making a difference.
- Chapter Membership Chairs can contribute and share their chapter’s successes and challenges on the SGMP Membership Conference Call to be held every other month and get more ideas and support.

- Consider sharing the results with your chapter monthly and let them know how the chapter did at the end of the contest so you can celebrate your success! We also plan to have a follow-up survey delivered to membership chairs via email so we can make recruiting campaigns more fruitful and fun in the future.

How SGMP Will Help

1. Toolkit, sent to chapter presidents and membership chairs, is full of ideas and templates to make fall recruiting easier.
2. New updated brochure flier to print-on-demand (PDF), update with chapter information, and/or share electronically.
3. “My professional home” images (banner, square image for social media purposes).
4. List of organizations that have been involved with your chapter in the recent past to help with brainstorming outreach in your area.
5. Call 703-549-0892 or email us at membership@sgmp.org if we can assist you!

SGMP Superheroes Circle

About the Campaign This campaign is a 10-month (September 2017 – April 2018) ongoing recruitment and gratitude campaign that activates and incentivizes SGMP’s most enthusiastic members. It encourages SGMP members to join the Superheroes Circle in exchange for:

1. The knowledge they are advancing their Society,
2. Recognition and thanks for their efforts,
3. Small, branded incentives,
4. A free registration to NEC for the top referring planner and top referring supplier.

How it Works

When new member applications come in, members who are identified as having referred at least one new member will automatically be considered members of 2017-2018 SGMP Superheroes Circle and receive recognition based on their participation level. For greater recognition and prizes, those who refer 5-10 or more members will receive recognition online in a short profile or interview, social media recognition, handwritten cards, and the chance to win a complimentary registration to NEC. In the event that more than one referral name is listed on the membership application, the first name will be counted as part of the contest. On a monthly basis, a list of SGMP Superheroes Circle members and their recognition level will be listed on the SGMP website.

Recognition Levels

Members at the following referral levels receive:

1+ Members Recruited

- Name and organizational affiliation listing on SGMP website leaderboard which is updated monthly showing the number of referrals each person has achieved
- NEC Recognition to occur on the rolling PowerPoint between programs and by announcement during the State of the Society
- SGMP Superheroes Circle lapel pins which can be worn on nametag/lanyard at NEC and at chapter meetings

- 3-4 exclusive email updates from the SGMP President

5+ Members Recruited

- SGMP-branded 4x6-inch padfolio
- The option of having a short bio and headshot listed on a list of top referrers on the Superheroes Circle page of SGMP website
- Thanks expressed as a group in one or more social media posts

10+ Members Recruited

- Handwritten thank you notes from the SGMP board
- Published interview on SGMP blog or equivalent with member-supplied headshot

2 Top Recruiters Award (One Supplier and One Planner)

- Recognition in *Government Connections Magazine*
- Kudos on SGMP national social media across active channels
- Exclusive recognition at NEC, including certificate, photo opportunity, plus a custom super hero cape to keep
- One complimentary registration to NEC (Top referrers must have referred at least 5 members to receive the free registration and be members in good standing.)

What Your Chapter Can Do

- Chapters can keep an eye on the public leaderboard (updated monthly) and recognize Superheroes Circle members in additional ways if they would like.
- Chapters can help us get the word out about how to join the “SGMP Superheroes Circle” to members with their regular correspondence to members. (See templates below.)

How SGMP Will Help

- This campaign is administered by SGMP Headquarters. We will organize the correspondence to individual members and fulfill the benefits.
- Additionally, SGMP plans to work on a social media campaign to amplify awareness to benefit all chapters.

Templates

Kickoff Message for Blog/Newsletter

The Society of Government Meeting Professionals (SGMP) is launching a chapter membership recruitment campaign “SGMP: My Professional Home” this fall. From September 20 until December 20, SGMP chapters are invited to spread the word why SGMP is their “professional home,” invite prospective members to chapter events and programs, and encourage potential members to join our Society. At the conclusion of the contest, chapters with the highest percentage gain in the number of overall members will be eligible for one of three prizes, including a National Education Conference (NEC) & Expo registration for a planner, \$300 stipend for chapter programming, or a \$150 stipend for chapter programming. Best of all, chapters will still be in the running for the end of year chapter awards given out at 2018 NEC which will be held June 5-8, 2018, in Norfolk, Virginia.

At the same time, SGMP is inviting members to join the 2017-2018 SGMP Superheroes Circle, a new campaign to recognize and thank all of our members who are helping to refer new members to our Society. Members are invited to recruit co-workers, colleagues and friends who need a Government

Meetings professional home. When potential members join AND list who referred them on their electronic application, the referring member will automatically be added to the SGMP Superheroes Circle. Superheroes Circle members will receive extra thanks, recognition, and updates throughout the year including a chance to win a free NEC registration for the top planner and top supplier with the most referrals. We hope you will consider joining our SGMP Superheroes Circle this year by helping to identify new members who will bring new ideas, vibrancy and energy to our Society and our chapter.

Email to Members

Dear Fellow SGMP Member [Name]:

As your SGMP Chapter Membership Vice President, I am excited to share with you about the “SGMP: My Professional Home Membership Recruitment Campaign” that is set to kick off September 20, and conclude December 20, 2017.

We hope all of our members will help us reach out to friends, colleagues and co-workers to encourage them to visit our chapter’s events this fall and consider joining our chapter. With your help, our chapter may be eligible for one of three prizes: National Education Conference (NEC) & Expo registration for a planner, \$300 stipend for chapter programming, or a \$150 stipend for chapter programming. With one of these prizes, our chapter would [insert how you might use the prize if you won]. Here’s how you can help!

- Please invite a friend or colleague to attend our next chapter meeting/event.
- Follow our social media accounts [explain where] if you haven’t already. And get ready to share with us why “SGMP is My Professional Home.” Consider using the hashtag #MyProfessionalHome and tagging our chapter and SGMP to help us reach more people. Interacting with a colleague online by leaving comments, or posting a reply is helpful.
- Help us brainstorm other agencies and vendors our chapter can approach. We would be happy to invite them to our next meeting.

Thank you for being a part of our chapter! We look forward to seeing you at our next event, and hope you’ll bring a colleague with you.

Best regards,

[Your Chapter’s President and/or Membership Chair]

[Chapter info here]

Society of Government Meeting Professionals – www.sgmp.org

[Facebook](#) | [Twitter](#) | [Linked In](#)

Newsletter Blurb to Contribute to Local Government Agencies

Working in the government meetings space requires specialized expertise. Whether you provide services to the industry or plan government meetings professionally, the Society of Government Meeting Professionals (SGMP) is the only national organization exclusively dedicated to advancing the interests and expertise of government meeting professionals. Our chapter, [name], provides a host of local programming, networking, and opportunities to advance your career. Find out why so many government planners and suppliers make our chapter their professional home at our next event [include event information here]. Learn more at [insert website or other contact information here].

Twitter

Are you new to the #GovernmentMeetings sector? If so, you must meet @SGMPHQ [Can also use chapter hashtag or handle] which educates, connects and empowers govt meeting professionals

Can you speak #government #meeting lingo? We can show you how. #JoinSGMP

#SGMP #chapterhashtag #MyProfessionalHome wouldn't be the same without @xx, @xx @xx [mention people, mention chapters, mention sponsors]

Join us at our [insert date] meeting discussing [topic]. Find out why #SGMP is our #ProfessionalHome

Find out why SGMP's [Your Chapter NameHere] Chapter is #MyProfessionalHome at our next meeting

Facebook

SGMP is My Professional Home because...[I like belonging to a professional association where I can network with like-minded professionals, stay on top of the latest best practices in the industry, learn skills and techniques that makes me better at organizing government meetings, and have fun too!]

[Tip: Include a selection of photos from chapter events or other SGMP events showing one or more members answering the question in their own words. If you do not have recent pictures, here's a link to photos from NEC: <http://www.sgmpec17.eventphototracker.com>]

ProTip: With the challenges Government Meeting professionals face, it pays to have #MyProfessionalHome.

If you're in the government meetings space, our SGMP chapter invites you to JOIN US at our next event! Please share and bring a colleague! Find out why SGMP is #MyProfessionalHome

Yes/No: Government meeting suppliers and planners are BETTER TOGETHER with #SGMP.

[Tip: This type of post is great for encouraging comments.]

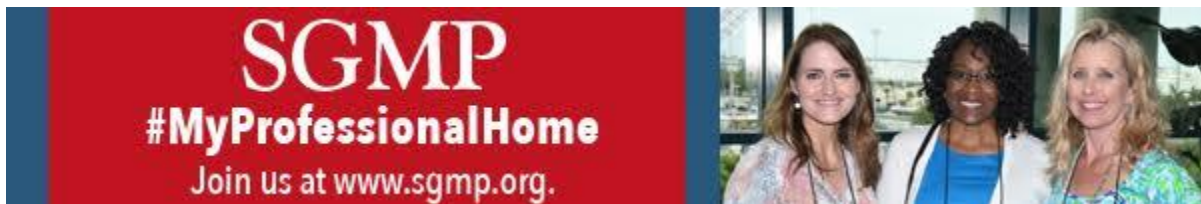
Banners/Ads

These were designed for chapter use on newsletters, emails, social media, blog posts, powerpoint presentations, and website. If you wish you could use the banners or ads as they are. If you are comfortable with online graphic tools like pixlr.com, the banner could be updated with an image personalized to your chapter.

Square Ad - 300x300 pixels



Banners - 600x100 pixels



More Ideas

- If your board has regular meeting, consider scheduling a board photo that you can personalize with SGMP and your chapter's name. Images are highly shareable on social media. You can overlay text "SGMP is My Professional Home" on the photo using Canva.com or Pixlr.com, free web editors if you want to get fancy.
- Testimonials from members sharing the value of SGMP and the difference it has made for themselves and their careers can be a powerful recruiting tool and good for chapter social media efforts.
- Encourage members to join the Superheroes Circle and wear their lapel pin! If you wish, your chapter may also recognize chapter members who are referring new members.