

***2017 WICT Pacific Northwest Membership Plan***

**2017 Membership Objectives**

The Pacific Northwest Chapter is committed to effectively marketing and presenting the WICT membership opportunity to current members for purposes of renewal as well as to non-members to increase membership. The Chapter objective is to retain and grow membership through creative strategies targeted toward individuals as well as companies and organizations with eligible current and potential members.

**Retention (Renewals) Strategies**

* Take an assertive approach, using generic emails, personalized emails, and phone calls to contact everyone on the non-renewal list to either get everyone renewed or find out why it is that someone is choosing not to renew.
  + It’s time to renew – posted in February newsletter
  + Generic email notification to all non-renewals – first half of February
  + Personalized email notification to all non-renewals – second half of February
  + Personal contact by board member for renewals – first week of March
* Work with WICT National to clean up current non-renewal list to make sure all contacts that have left the industry are no longer on the list.
* Contact WICT National for a list of prospective members (non renewals from previous 5 years)

**Recruitment (New) Tactics**

* Work with existing member base to build target prospect list by end of March focused on the below opportunities:
  1. Attract new membership from the operator side such as Comcast, and Charter.
  2. Target smaller telecommunication companies like Rainier Cable, Wave Broadband, Fairpoint, Integra Networks, Inc.
  3. Recruit programmers (Discovery, HBO, MTV, Univision), technology vendors, and NCTA members.
  4. Target colleges to introduce students to the benefits of WICT membership.
  5. Target “supplier/support” companies that provide services to cable companies (promotional item vendors, print vendors, etc.)
* Leverage lists from WICT National of companies with low participation to identify potential new outlets for membership within our Chapter footprint.
* 2017 Board Goal: Add 5 new Non-MSO/Programming (Law, PR, Microsoft etc.)
* Quarterly Refer-a-Friend email blasts to current members with a prize giveaway.
* Use prospecting lists, including registration data for events and programs, to mine and identify non-members for membership.
* Use every Chapter event and activity as an opportunity to encourage on-site new member sign-ups.
  + Members will also be encouraged to recruit from their circle of influence including co-workers, contacts in other departments, and contacts with appropriate vendors and industry associates.
  + Offer an incentive for members to bring a non-member to an event and have them sign up to become a member.

**Chapter Ambassadors**

* By April, identify WICT Ambassadors at major companies within the Chapter to introduce prospective members to WICT through newsletters and invitations to events/programs.
* Each Ambassador should connect with their HR departments and ensure that where applicable their HR department is also educating and recruiting new members.
* Include information about WICT in New Hire and Intern Orientation Packets.
* Create WICT Roadshows, utilizing short webinars to show value to perspective members, especially outside core membership locations.
* Board Advisor from Charter to grow Support / Leader engagement now that they are better resourced in our chapter footprint

**Geographical Collaboration**

* Host quality membership events at our top two membership locations (Seattle and Portland) and promote events to keep members interested.
* Host 2 events in Spokane to attract new members
* Identify and create additional programming around webinars to further involve members who are not centrally located. Leverage technology to extend the virtual reach of chapter events. Work with the Outreach Chair to get these remote members included and add value to their membership.
* Promote WICT National opportunities including webinars, Leadership Conference and training seminars to membership. Publicize our Mentoring program, and provide a scholarship for at least one member to attend the National Leadership Conference in 2017.

**Event Outreach**

* The Membership Chair (or another Board member) will attend each event in 2017 and be available to discuss the benefits of WICT membership.
* Utilize professional, portable WICT branded stand up banner/poster and WICT table cloth for events.
* Capture and evaluate attendance and other metrics from all events to track member vs. non-member attendance and recruiting success.
* Utilize distinguishable name tags at events – Example: White (non member) vs. red (member).
* Improve registration process/tracking of attendees through use of iPads at events to make for easier outreach after events.
* Provide membership materials including current newsletters at all events.
* Recruit volunteers to help with each event to encourage local engagement and involvement.

**Membership Operations**

* Schedule two *Discover WICT* membership events for new members. During this webinar we will introduce them to the chapter, the board, WICT connect and other helpful resources to ensure that they get the most out of their membership.
* Submit timely and complete membership summaries to Nationals as outlined.
* In the quarterly chapter newsletter, membership news will be shared such as membership recruitment incentives, welcoming new members, and testimonials from members about the impact WICT has had for them.
* Each month, the Membership Committee will update the Board on current membership stats to guide the Board’s recruitment and retention efforts.