

## **Continued membership recruitment and retention**

### **Marketing**

### **Education and Leadership activities**

#### **2011-2012 Goals**

##### **Local Associations:**

At least 10% growth of member's count as of 6-30-2011

Set up at least one of the following: Website, Facebook Fan Page, Linked In Site and keep them updated

Hold at least 1 IAIP education class during year

Publish a newsletter for your association (quarterly at a minimum)- the newsletter should be positive articles that can be shared with members, non-members, employers.

Attend 3 of the 4 quarterly President to President Chats

Hold at least 1 Membership Drive

##### **Council Directors:**

Work with each of your local associations to be able to obtain at least 10% growth of member's count as of 6-30-2011

Focus on the Associations that are having issues with program set up, obtaining speakers, holding NAIW classes or other education course types. We need to pull these out of "fail" mode and back in to "success" mode

Assist each of your Local Presidents in holding a Membership Drive – creative ideas, who they should target, how to follow up, etc.

Hold at least 1 IAIP education class during year (best time would be during your Council Meeting)

Assist Each Local Association to set up at least one of the following – Website, Facebook Fan Site, or LinkedIn page

Assist each of the local associations on how to publicize their successes in the Insurance Journal or other "free" media outlets (can use the template on the CA website for the Media Package)

Set up one of the following for your State Council- Website, Facebook Fan Site, LinkedIn Page and keep them updated. (For States with only one Association, a combined website of Association & Council is okay)

Turn in articles for Regional Newsletter each quarter by the following dates: July 15<sup>th</sup>, October 15<sup>th</sup>, January 15<sup>th</sup>, April 15<sup>th</sup>. The first article should detail out a bit about yourself and your theme for the coming year.

Attend at least 3 of the 4 Council Director chats held by the Executive Board.

**Regional Vice President:**

Work with the Council Directors in obtaining at least 10% growth of member's count as of 6-30-2011

Assist the CD's with ideas, etc for membership drives on the local level

Update the Regional Website to showcase Regional News, tools, etc to help Market, brand & grow our association

Hold at least 2 education IAIP classes at the regional conference

Publish at least 4 newsletters per year

Work with the Council Directors on how to use the "free" media outlets so they can train their local associations

Work with the Council Directors on how best to market our local Association to potential Corporate Sponsors, Employers, etc. using the template that was developed by Sandy Joslin of Insurance Professionals of Sacramento

Work with the Council Directors in promoting the YP Idea list handed out at the National Convention- lots of great ideas and they should be shared and implemented

Work with the Council Directors on encouraging all local associations to submit their members for award recognition

Secure 1 International Corporate Sponsor

Monitor the local association, Council media sites to make sure they are up to date

Do a quarterly rewards program to encourage members to get involved to be launched on 7/1/11