

Membership Tools Refresher

Presented by the Membership COI

July 8, 2021

Membership COI Contacts

National community of interest to support Posts and Membership POCs

- Mike Huffstetler, F.SAME. Chair
- Dana Otto, Chair-elect, Vice-chair Strategic Direction
- Julia Pluff, Vice-chair, Tools & Resources
- David Rose, Vice-chair, Military & Government Engagement
- Debra Crafter, Co-Chair, Diversity, Equity & Inclusion
- Elaina Edwards, Co-Chair, Diversity, Equity & Inclusion
- Jill Murphy, Staff Liaison

Objective III of the Membership COI: *“Share creative tools and resources aimed at improving post level retention and recruitment successes.”*

1. Role of the Membership POC
2. Guest Attendee Follow up letter
3. New Member Onboarding Guide
4. Strategic Partner "How to" Checklist
5. Member Engagement Survey Question Bank
6. Webinar Series

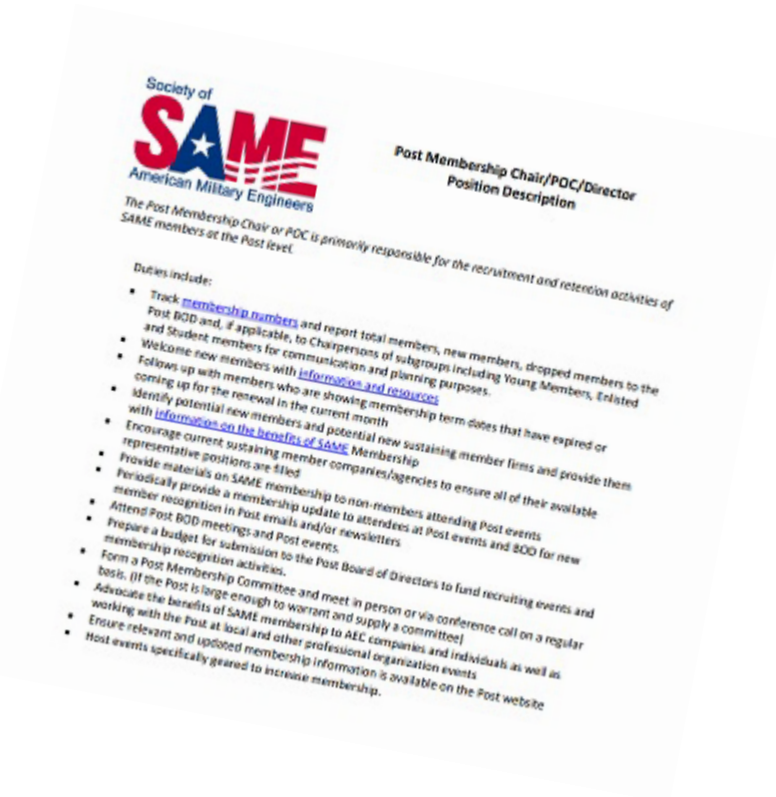
Membership Tools

Role of the Membership POC/Chair

- Primarily responsible for the recruitment and retention activities of SAME members at the Post level.

Find the description on the COI page in the quick links:

<https://www.same.org/membership-community>



Membership Tools



Dear ,

Thank you for attending <ENTER POST EVENT TITLE>. Hopefully, it provided both useful information and networking opportunities.

This is one of a full slate of regular programs and special events the SAME <POST NAME> will present this year. The calendar includes joint programs with other industry organizations, briefings from federal agencies and top notch training with Professional Development Hours and networking available through SAME National events. Access to programming that is relevant, convenient and affordable is just one of the many benefits of SAME Membership.

[List of 3 other benefits of membership at the Post/National]

With year round offerings of continuing education, networking, and access to industry research, and briefings, the opportunities for professional development, making connections and staying informed are readily available. Membership in SAME is ever increasing in value.

I'd like to invite you to become a member of SAME today. Join online here: www.same.org/join and be sure to select [POST NAME] as your home Post! If your company is interested in a membership or you would like more information please visit: <https://www.same.org/Discover-SAME/Be-a-Member>

We look forward to seeing you at another event soon.

Guest Attendee Follow Up Letter – Reach out to anyone who attends a meeting or event who isn't already a member

Find the letter on the COI page in Tools for Posts:
<https://www.same.org/membership-community>

New Member Onboarding Guide – How to get new members engaged quickly

Find the guide on the COI page in Tools for Posts:
<https://www.same.org/membership-community>



Membership Tools



The Value of Strategic Partnerships

There is much to gain from a successful association partnership. Investing time into a partnership can secure new memberships, bring new value to existing members, and it might even increase revenue to the Post. It will also contribute to your streamer requirements!

Partnerships provide unique benefits to both organizations and should be a win for each. Organizations can save costs while strengthening projects and programs. Although organizations may have different missions and approaches, they can reap great benefits working together towards a shared vision. When considering a partnership, organizations must ask, "Can we achieve more or better results through collaboration?" By having leadership and member commitment, very clear goals and working arrangements, and respect for organizational differences, partnerships can broaden organizational impact while building the capacity of participating organizations.

The key to success for strategic partnerships is implementation and collaboration at the Post level.

Let SAME's Strategic Partnerships Work for You!

In support of its mission to "lead collaborative efforts to identify and resolve national security infrastructure-related challenges" SAME has established more than 20 strategic partnerships, and we are looking to grow more, to both bring together professionals from different technical disciplines and to create opportunities for members to benefit from and participate in other organizations.

Strategic Partner "How to" Checklist – Utilizing SAME Strategic Partners to grow Post membership

Find the checklist on the COI page in Tools for Posts:
<https://www.same.org/membership-community>

Member Engagement Survey Question Bank

– Stay in tune with Post members

Find the guide on the COI page in Tools for Posts:

<https://www.same.org/membership-community>

COI Hosted Webinars

- Understanding Post Membership Statistics
- Growing Membership in a Non-DoD Environment
- Onboarding New Members
- Using Strategic Partners at the Post Level

Find the recordings on the COI page:

<https://www.same.org/membership-community>



Membership COI

Join the Membership COI! Each member is part of a subcommittee

There are subcommittees focused on:

- Membership Strategy
- Tools & Resource Development
- Military & Government Engagement
- Diversity, Equity & Inclusion

Time Commitment:

- We hold quarterly calls
- In person meetings at JETC and SBC
- Subcommittee hold regular calls and work via email.

Login to your member account to add the Membership COI to your profile or email member@same.org

Membership Resources

POST LEADERS WORKSHOP – AUGUST 9, 10, 11

Aug 9 – Opening Remarks, Mark Handley, SAME National President

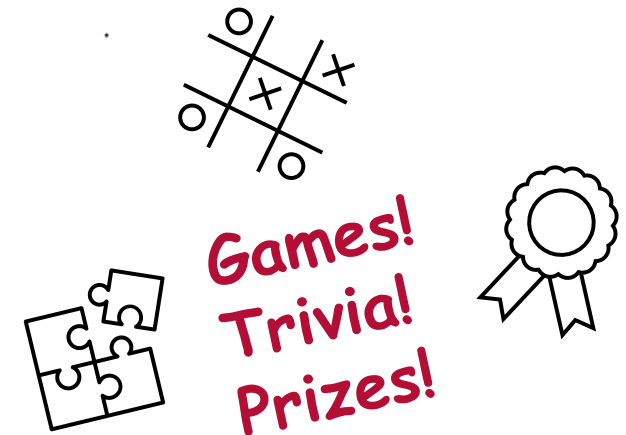
- Industry Government Engagement: How To & Best Practices
- Leadership Development/Mentoring

Aug 10 – Opening Remarks, Sharon Krock, National VP

- Membership Recruitment & Engagement
- Understanding SAME Resources

Aug 11

- Event Planning for in-person and hybrid
- Post Web Administration & Communications Best Practices
- **HAPPY HOUR – Prize Drawings**



Register Now! www.same.org/plw

Online Directories

- Login to your member account and look for the Directory section www.same.org/Member-Account
 - Search individuals, companies, Posts, COIs & more!

Additional Resources!

- Visit the Post Resource Center Document Exchange for ideas, templates and resources: <https://www.same.org/Document-Exchange>