

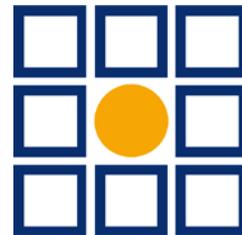
2022 Post Leaders Workshop!

Monday, August 8, 2022

Thanks to our PLW2022 sponsors:



**BLACK &
VEATCH**



MERRICK®

Membership – Recruit & Retain and Building Your Team

Presented by:

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Today's Topics



Show of Hands...

**Do You Know your Post's
Value Proposition??**

Yes!

No

**What's
That??**

What is a Value Proposition (VP)?

Value Proposition =
What you
uniquely
offer
members



Value Proposition =
Promise
of
delivery
of those
benefits



Value Proposition =
Your #1
Marketing
Tool

Defining Your Post's VP



Start with “WIFFM” –
What’s In It For Me?



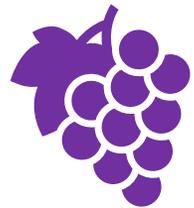
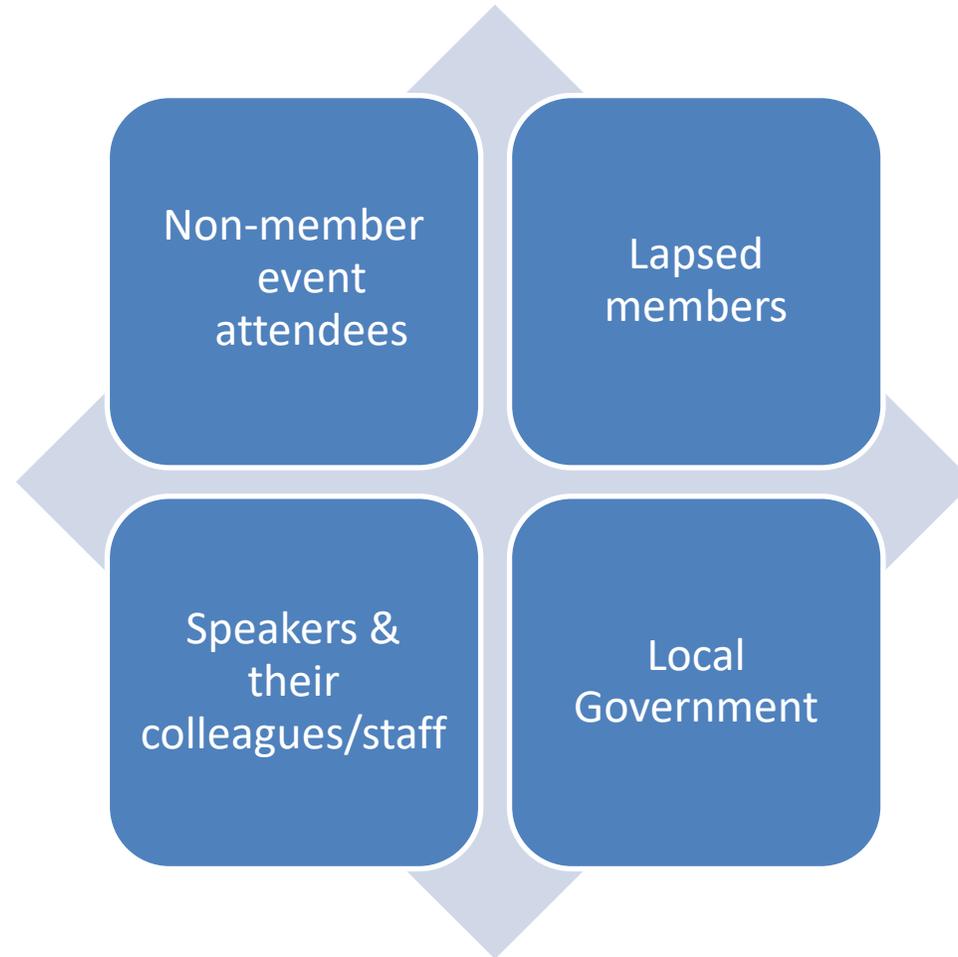
Be relevant to your members and
local community based on SAME’s
Mission and Strategic Plan



What Do Members Want?



Who Are Your Prospects?



Recruit Them!

Follow up immediately after an event or meeting

Use your Value Proposition – Focus on WIIFM

Highlight “member only” activities

Make the ASK!

Use your Resources:

- Staff
- Post Resource Center
- Membership COI
- Society Leadership: NLT, RVPs, COI chairs

What is the number one reason people don't join?

No one asked

The top reason people join SAME is because someone they know invited or encouraged them to join.

Member Retention

Starts the day a member joins!

Reach out to new members every month:

- Welcome email/call
- Invite them to the next meeting/event – Announce new members at meetings
- Pair them with a seasoned member – Introduce them to the board

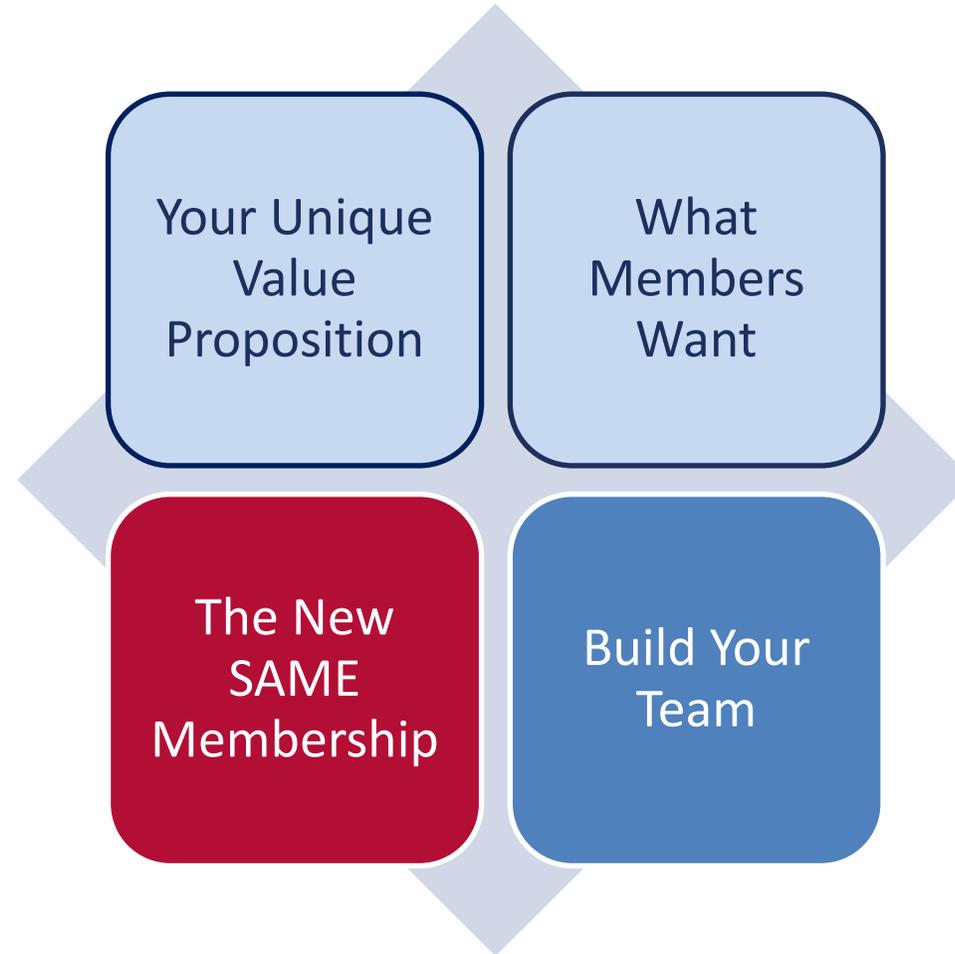
Encourage being active

- Ask them to help with a short-term volunteer role or sit on a committee
- Find out why they joined – capitalize on it
- Check in before renewal time

Questions / Discussion on Value Proposition. Recruitment, and Retention



Today's Topics



Membership Updates Process

July 19, 2021 the National BOD approved changes in the membership structure and dues

This was a long process of review, including:

- Focus groups conducted with multiple member types.
- Member service and operational feedback.
- Evaluation of direct and indirect costs to serve members and deliver value.
- Database accuracy.

What are the impacts?

- All persons are able to engage anywhere desired with ease
- Allows for more flexibility and consistency for all individuals
- More accurate, up-to-date data
- Equity and consistency across member types
- Streamlines membership operations
- Improved financial stability for SAME
- Aligns dues with the value we provide

Changes for Company Memberships

- Effective July 1, 2022 ALL renewing and new company memberships include:
 - One Post (no people included)
 - Individual Memberships which may be assigned to any employee
 - *3 individual memberships included for companies with 10 or less employees*
 - *6 individual memberships included for companies with more than 10 employees*
- Companies purchase people and Posts separately
- Eliminates company “representatives” or “seats”.
 - All members will be Individual Members, including people who are included as part of a company membership.

Updates for Company Post Memberships

- One Post included in each company membership.
 - Companies may join additional Posts where they would like to have a corporate presence, for a per-Post fee based on number of employees.
 - *Companies do not have to purchase a Post to allow a single employee to join it. The individual can now join Post(s) of their choosing.*
- **It is crucial now more than ever to be sure your Post offers UNIQUE benefits and value to its company members to retain their corporate membership in your Post!**

Individual-Related Changes

- Individuals may join an unlimited number of Posts!
- Companies may purchase additional individual memberships at a corporate rate for employees of their company.
 - The corporate individual membership rate is \$95, reduced from the regular rate of \$125.
 - The corporate young professional membership rate is \$60, reduced from the regular YP rate of \$75.
 - Again, all individual memberships include one post; additional individual posts can be added for \$10 each
- Individual Members who join through the member company will “own” their membership.
 - They take it with them if they leave the company, then they will be billed directly to renew.



Individual Member Rates

Government/Military

\$55 / year
\$40 / Young Professional - those 39 and under

Private Industry

\$125 / year
\$75 / year for Young Professional

Nonprofit/Academic

\$55 / year
\$40 / Young Professional - those 39 and under

Retired

\$55 / year (This means no longer working in ANY capacity)

What's Included?

National Membership
Membership in one Post - \$10 for each additional Post



Company/Org Membership Rates

New Company / Organization Dues				
# of Employees	National Dues	Per Post Fee	Corporate Individual	Corporate Young Prof.
1-10	\$325**	\$80	\$95	\$60
11-50	\$650*	\$150	\$95	\$60
51-100	\$800*	\$225	\$95	\$60
101-500	\$950*	\$300	\$95	\$60
501-1,000	\$1,200*	\$350	\$95	\$60
1001-5,000	\$1,450*	\$350	\$95	\$60
5,001 +	\$1,700*	\$350	\$95	\$60
Public Agency	\$325 / 3 years*	\$80	\$55	\$40
Academic Inst.	\$325*	\$80	\$55	\$40

*includes six individual memberships + one company post
 **includes three individual memberships + one company post

Questions / Discussion on Updates to Membership and Dues Structure



Today's Topics



Do you want to
serve for... ever?

Why Succession Planning?

Leadership guarantees post survival!

Vital for small and medium posts

New leaders = flow of fresh ideas/new perspectives

It's ok to do something different

Absent strong succession planning, "the few" may discourage new volunteers

Help long term leaders step aside and mentor

Drive diversity of thought and experiences

Creates a feeling of belonging

Leadership opportunities = SAME Strategic Plan Goals

Develop Leaders for the Profession

Succession Planning – Build the Bench

Start small –
micro
volunteering
opportunities

Committee
member

Committee
chair

National COI
POC: Camp,
STEM,
Resilience,
YP, Enlisted...

Young
Professionals

Leadership
Development
Program

Shadow or
co-chairs

Don't ever turn down a volunteer! Create opportunities for anyone who wants to serve.

National opportunities add value to members and posts

Deliberate development & succession planning are the key to maintaining momentum



Succession planning shouldn't stop at Post President

Involvement doesn't need to be linear...true value comes from sharing experience between Post and National levels

What Else...

Cheat sheet on new dues available – USE IT!

DISCARD ALL OUTDATED MEMBERSHIP MATERIALS

Website and individual applications have been updated

Utilize NEW membership materials!

Make the Ask! Membership, Volunteers, Retention

Build the Bench – Create Opportunities for Leadership

Interested in Membership? Join the Membership COI!

There are 4
committees
focused on:

Membership
Strategy

Tools &
Resource
Development

Military
Engagement

Diversity &
Inclusion

Time
Commitment:

Quarterly calls
for entire COI

Meetings during
JETC and SBC

Committees
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

Questions??



Break Time!



EMS =
Enterprise
Management
System

- Association Management (database)
- Events
- Applications
- Website
- Accounting/Finance
- Career Center

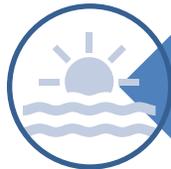
New System



Never has an association launched a new system on time!



Current launch date: August 31, 2022



Cutoff date for current database: August 24, 2022 @ 5PM ET



From August 24 to approximately September 30 Posts will not have access to online reports



Contact Posts@same.org if you need a member roster!

Posts & the New System

New Post Leader Dashboard

New Post Communities

New Post Website – let's take a look!

Tomorrow breakout sessions on these three topics are going to help you OPERATIONALIZE and execute everything we talked about today

- Starting our DEI Journey
- SAME National Resources
- Post Operations, Admin & Finance

Bring your questions!!

Thank you again to our PLW Sponsors!!

