2022 Post Leaders Workshop!

Monday, August 8, 2022

Thanks to our PLW2022 sponsors:

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Dedicated to National Security Since 1920
Membership – Recruit & Retain and Building Your Team

Presented by:
Ann McLeod, Director, Meetings, Membership & Business Operations
Jill Murphy, Associate Director, Membership and Post Operations
Today’s Topics

- Your Unique Value Proposition
- What Members Want
- The New SAME Membership
- Build Your Team

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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

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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?

- Survey your members!
- Ask what will encourage them to show up
- Include things like meeting location/day/time; different activities (IGE events, PDH, Networking, Community Service)
- Be prepared to ACT on the responses!
- Expect mixed results
- Be flexible and use your resources: Staff, COIs, Other Posts, RVPs, National Leadership

If you deliver on your Value Proposition people will show up!
Who Are Your Prospects?

- Non-member event attendees
- Lapsed members
- Speakers & their colleagues/staff
- Local Government
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?

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

- Your Unique Value Proposition
- What Members Want
- The New SAME Membership
- Build Your Team
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.
<table>
<thead>
<tr>
<th>Category</th>
<th>Individual Rate</th>
<th>Young Professional Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government/Military</td>
<td>$55 / year</td>
<td>$40 / those 39 and under</td>
</tr>
<tr>
<td>Private Industry</td>
<td>$125 / year</td>
<td>$75 / Young Professional</td>
</tr>
<tr>
<td>Nonprofit/Academic</td>
<td>$55 / year</td>
<td>$40 / those 39 and under</td>
</tr>
<tr>
<td>Retired</td>
<td>$55 / year (This means no longer working in ANY capacity)</td>
<td></td>
</tr>
</tbody>
</table>

**What’s Included?**

- National Membership
- **Membership in one Post - $10 for each additional Post**
<table>
<thead>
<tr>
<th># of Employees</th>
<th>National Dues</th>
<th>Per Post Fee</th>
<th>Corporate Individual</th>
<th>Corporate Young Prof.</th>
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<tbody>
<tr>
<td>1-10</td>
<td>$325**</td>
<td>$80</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>11-50</td>
<td>$650*</td>
<td>$150</td>
<td>$95</td>
<td>$60</td>
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<tr>
<td>51-100</td>
<td>$800*</td>
<td>$225</td>
<td>$95</td>
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<tr>
<td>101-500</td>
<td>$950*</td>
<td>$300</td>
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<tr>
<td>501-1,000</td>
<td>$1,200*</td>
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<td>1001-5,000</td>
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<td>$95</td>
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<tr>
<td>5,001 +</td>
<td>$1,700*</td>
<td>$350</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>Public Agency</td>
<td>$325 / 3 years*</td>
<td>$80</td>
<td>$55</td>
<td>$40</td>
</tr>
<tr>
<td>Academic Inst.</td>
<td>$325*</td>
<td>$80</td>
<td>$55</td>
<td>$40</td>
</tr>
</tbody>
</table>

* 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

Your Unique Value Proposition

What Members Want

The New SAME Membership

Build Your Team

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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

Why Succession Planning?

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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.

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.

Deliberate development & succession planning are the key to maintaining momentum.
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!
New System

EMS = Enterprise Management System

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