

# The Problem

## Let's Tell Members About Everything

**Theresa, your membership has lapsed!**

To:Theresa (theresa@domain.com)

From: info@anyassociationusa.org



ANY ASSOCIATION USA

Theresa,

Your membership has lapsed! You are no longer able to access the following member benefits:

- Any Association community online
- Professional toolkit
- 10% discount on annual conference registration
- 10% discount on educational webinars
- Free registration to Public Policy Day
- and more!




Through this week, you can still renew at the same rate as last year. So, what are you waiting for?

**RENEW NOW**







Real people almost  
always start a  
conversation with  
a question.





# Shift the Purpose of Communication

## From

- Informing
- Calling to Action
- Asking for Money
- What the Association wants to talk about

## To

- **Including in Conversation**
- **Owning their Experience**
- **Curating for the Member**
- **Giving them a Voice**
- **Providing a Journey**



Fulfill needs by inviting members to participate in the process.



# Ask, Capture & Act



## ASK

What do you value?  
What do you need?  
What are your pain points?

## CAPTURE

Insights into individual wants, needs and interests

## ACT

To deliver on immediate needs and gain opportunities for long term value increase.



## Membership Use Cases:

- New Member Onboarding
- General Member Engagement
- Profile Updates
- Prospect Engagement/Member Acquisition
- Member Renewals
- Lapsed Member Win Back
- Conference Registration
- Conference Engagement



## Other PropFuel Use Cases:

- Advocacy and PAC Engagement
- Certification/Licensure
- Foundation/Donor Engagement
- Students
- Volunteerism
- Member Polling
- Support
- Knowledge Quizzes
- Communication Preferences, Opt-in/out
- SMS





# Example Campaign Questions

## Air Force Association on New Member Onboarding

New Member Onboarding



We are thrilled to welcome you and hope you are just as excited about the journey you're about to embark on!

Your membership number is and you're in the . Check out your [AFA Welcome Kit](#) to learn about your member benefits. We'd love for you to show your AFA pride with a lapel pin or decal. Click [here](#) to request yours.

Joining AFA is the first step of your journey and the fun is just beginning. I look forward to getting to know you better. If you ever need anything, feel free to reach out to me.

What is your main reason for joining AFA?

Supporting our Air Force and Space Force Family

Professional Development Events

Air Force Magazine

AFA Chapters

Networking

Aerospace Education Programs



**KARI VOLIVA**  
VICE PRESIDENT,  
MEMBER & FIELD RELATIONS

**LET'S CHAT!**


kari@afa.org  
703-247-5856

[www.calendly.com/karivoliva](http://www.calendly.com/karivoliva)




# Example Campaign Questions

## American Society of Assn Execs on New Member Onboarding



The Center for Association Leadership


We value our members and want to make sure that you have had the opportunity to give us your feedback as we try to serve you better. Would you mind answering a quick question for me?



**Amy Hemphill**  
Senior Director, Member Relations  
202-626-2789  
[ahemphill@asaecenter.org](mailto:ahemphill@asaecenter.org)


What is most important to you as you manage your career this year?

- Advancing your association industry skills and knowledge
- Professional books, newsletters and blogs
- Getting or preparing for my CAE
- Job or career change
- Something else



The Center for Association Leadership

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**Amy Hemphill**  
Senior Director, Member Relations  
202-626-2789  
[ahemphill@asaecenter.org](mailto:ahemphill@asaecenter.org)

Are you interested in volunteering for ASAE?

- YES! Tell me more.
- Maybe, what do you have in mind?
- No way. Too much on my plate.

New Member Onboarding





# Example Campaign Questions

## National Wellness Institute to New & Student Members

New Member  
Onboarding



At NWI, we believe that when we join together and utilize the diverse strengths of our member community, we can make a bigger impact to improve the lives of others. Help us better understand your professional strengths so we can connect you to meaningful member opportunities.

**What best describes your top skill as a wellness leader?**

Sharing stories that inspire others

Mentoring aspiring professionals

Finding innovative solutions

Building valuable relationships

Something else



We value our members and want to connect you with the resources, tools, and trainings that will be most meaningful to you, so you can make a bigger impact on the populations you serve.

**What is most important to your success as an emerging wellness professional?**

Networking with other wellness professionals.

Enhancing my résumé with involvement in a wellness organization.

Staying current with wellness research, industry news, and best practices.

Advancing my professional journey through continuing education and trainings.

Student Member  
Engagement

# Example Campaign Questions

## International Society for Technology in Education to Renewed Members

### Bottomless PD



Hi Melissa,

There are lots of ways to expand your horizons and learn something new with your ISTE membership. Let me connect you with the resources you may find most valuable!

What's your preferred way to learn?

Attend webinars

Take courses online

Read ebooks and blog articles

Ask questions of peers as needed



Lauren Kelly  
Director of Membership and Community  
[lkelly@iste.org](mailto:lkelly@iste.org)

### ISTE: The home of great educators



One of the best things about being a part of our community is learning and growing together with thousands of fellow educators from across the globe! Some folks love the energy and excitement of being together in a room, and for others, chatting anytime and anywhere online is a much better fit. So let me know...

How do you prefer to network and meet fellow edtech professionals?

In person at events

Online (in the pockets of time I have)

Both!

Neither - I'm here for the content and resources



### PD on your schedule with ISTE



Every year, ISTE produces more than two dozen webinars as part of our Expert Webinar series. A whopping 97% of members say that participation in our webinar series has enhanced their experience with ISTE!

Sure, that's an exciting survey stat, but you're more than just a number. We care about you and your opinion.

What do you think about our Expert Webinars Series?

They're great!

I haven't checked them out yet.



I think there's room for improvement.




Renewed Member  
Engagement



# Example Campaign Questions

## American Society of Microbiology

[TEST] Action Required: Confirm Email Preferences Inbox x  

American Society for Microbiology <service@asmusa.org> 7:34 AM (0 minutes ago)   

to dave ▾



Oh no! Our records show you're not receiving ASM emails. Please opt-in to ensure you receive the latest science and information from ASM.

Would you like to receive emails from ASM?

Yes

No

Please do not forward this email

Can't get the button to work? Copy and paste this link:

<https://app.propfuel.com/checkin/20f59c42-1ec6-4895-8513-d6a9332d0a90>

[Unsubscribe](#)

Reengaging  
Opt-outs

- 4,630 re-engaged so far (32%)
- Profile Update > AMS and Marketing Automation



# Example Campaign Questions

## Missouri State Teachers Association on Profile Data



Hi ,

We're in the process up updating our records, and **today is the last day** to enter to win a \$25 gift card! Confirm or update your information below by **the end of today, April 8**, and you'll be entered into our drawing.

This is the information we have on file for you:

Home address:

,

Preferred email address:

- 12,000 responses (25%)
- Alternate emails > AMS
- Job titles > AMS
- 2700 opted in to digital magazine (\$23k savings)

Is this information correct?

Yes

No

Write-back to AMS



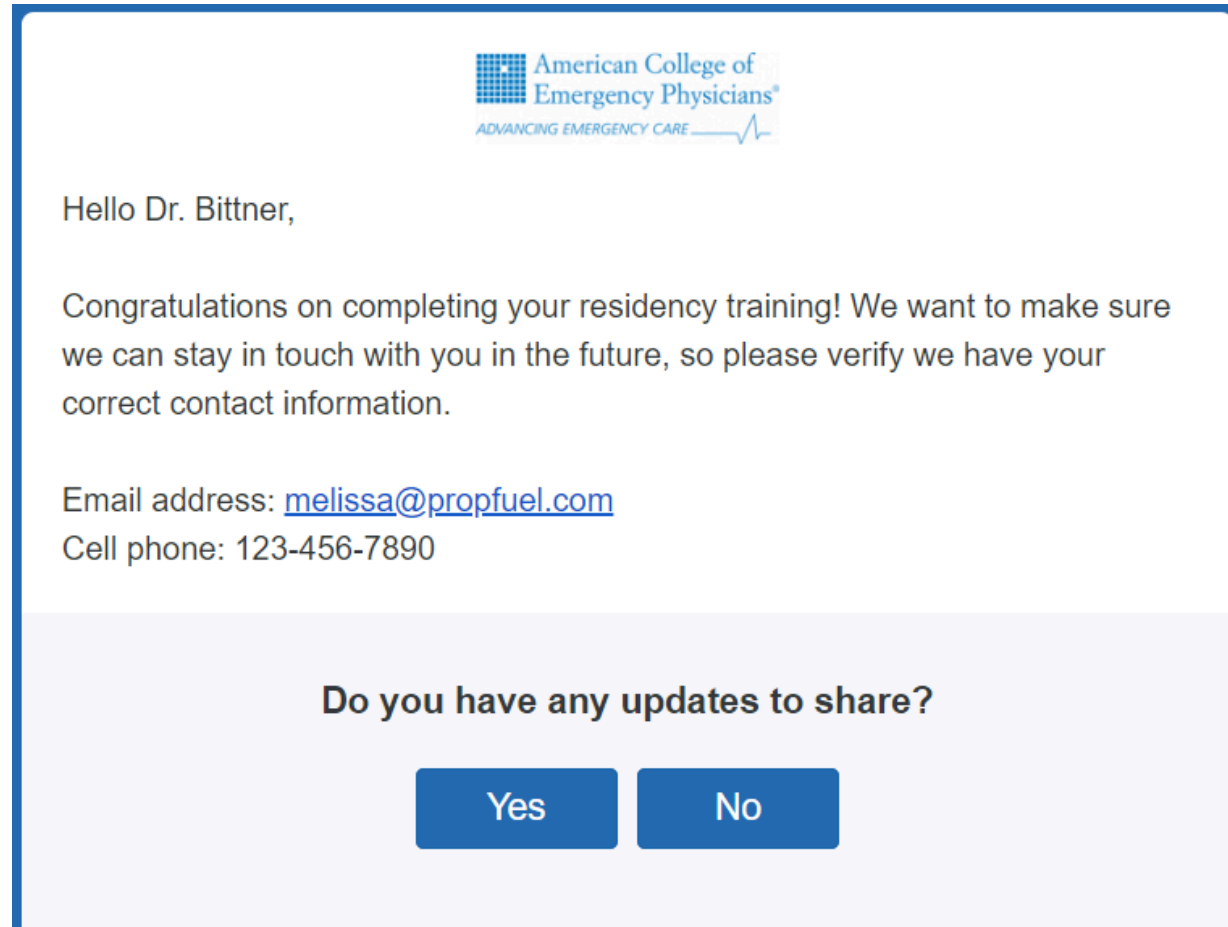



# Example Campaign Questions

## American College of Emergency Physicians on Resident Profile Updates

### Member Updates

- 485 responses (19%)
- 45% needed to provide updated email or cell phone
- Then asked if they planned to move and if they had a new address



 American College of  
Emergency Physicians®  
ADVANCING EMERGENCY CARE

Hello Dr. Bittner,

Congratulations on completing your residency training! We want to make sure we can stay in touch with you in the future, so please verify we have your correct contact information.

Email address: [melissa@propfuel.com](mailto:melissa@propfuel.com)  
Cell phone: 123-456-7890

Do you have any updates to share?



# Example Campaign Questions

## NAPNAP on Member Satisfaction - Net Promoter Score (NPS)



We strive to serve our members and their individual needs. Please tell us how we're doing.

Based on your experience as a NAPNAP member, how likely are you to recommend membership to your APRN colleagues?

0 1 2 3 4 5 6 7 8 9 10

Retention



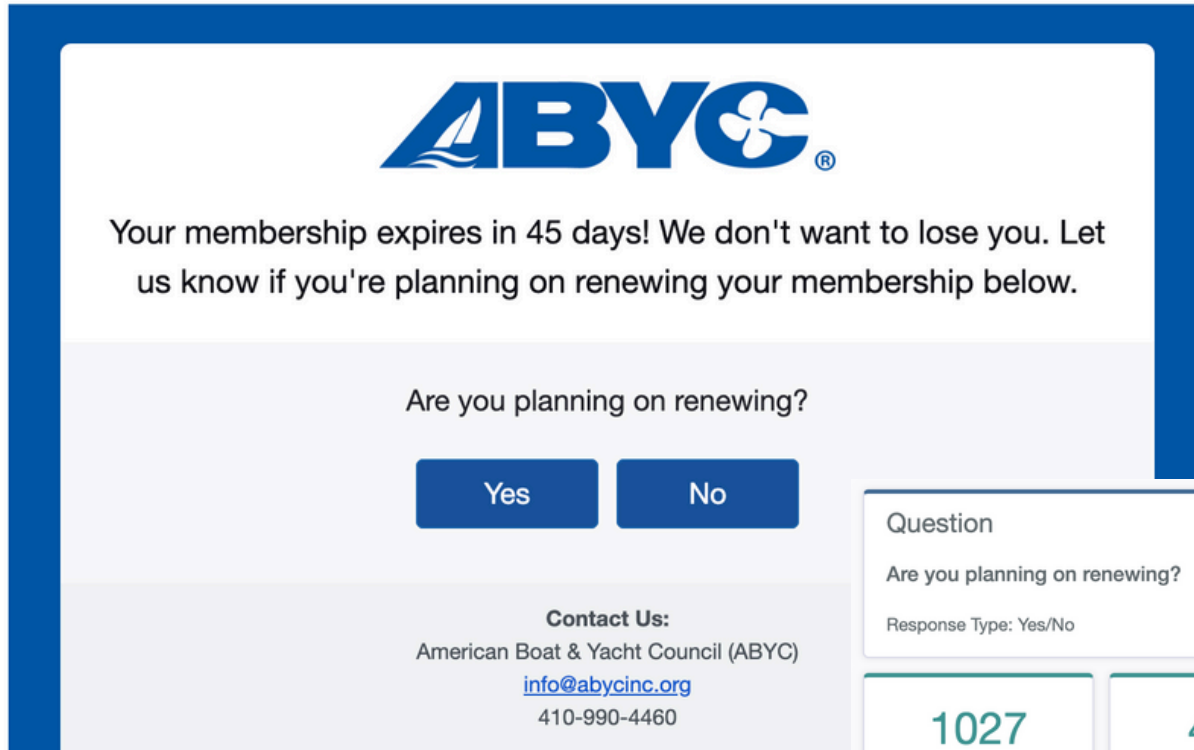
# Example Campaign Questions

## American Boat and Yacht Council on Retention



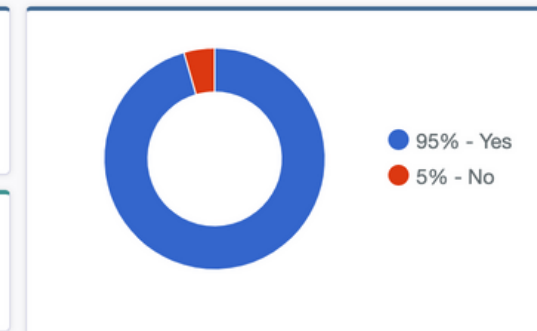
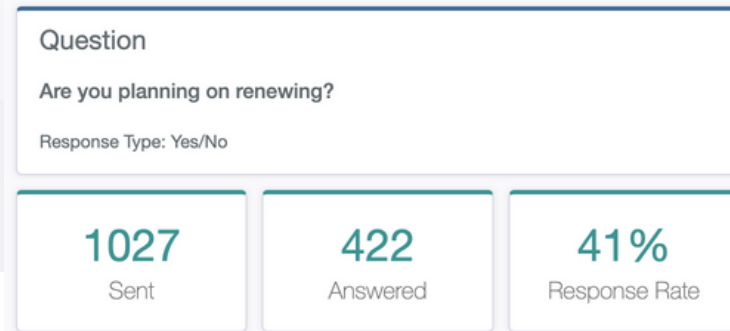
Jaye Morton, ABYC  
to Dave ▾

10:19 PM (1 minute ago) ☆ ↶ ⋮



The screenshot shows an email from ABYC. At the top is the ABYC logo, which consists of a stylized sailboat and the letters "ABYC" with a registered trademark symbol. Below the logo, the text reads: "Your membership expires in 45 days! We don't want to lose you. Let us know if you're planning on renewing your membership below." Underneath this text is a question: "Are you planning on renewing?" followed by two blue buttons labeled "Yes" and "No". At the bottom of the email content, there is a "Contact Us" section with the following information: "American Boat & Yacht Council (ABYC)", "info@abycinc.org", and "410-990-4460".

"We thought something broken because everyone was paying online. We didn't get any checks in the mail."

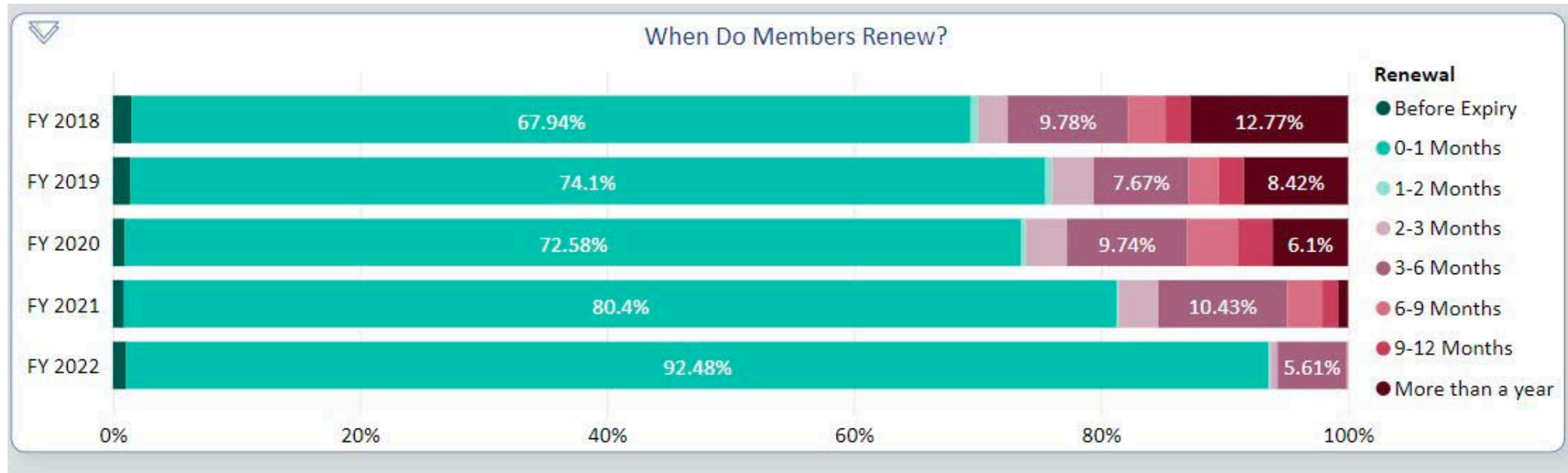




# Example Campaign Questions

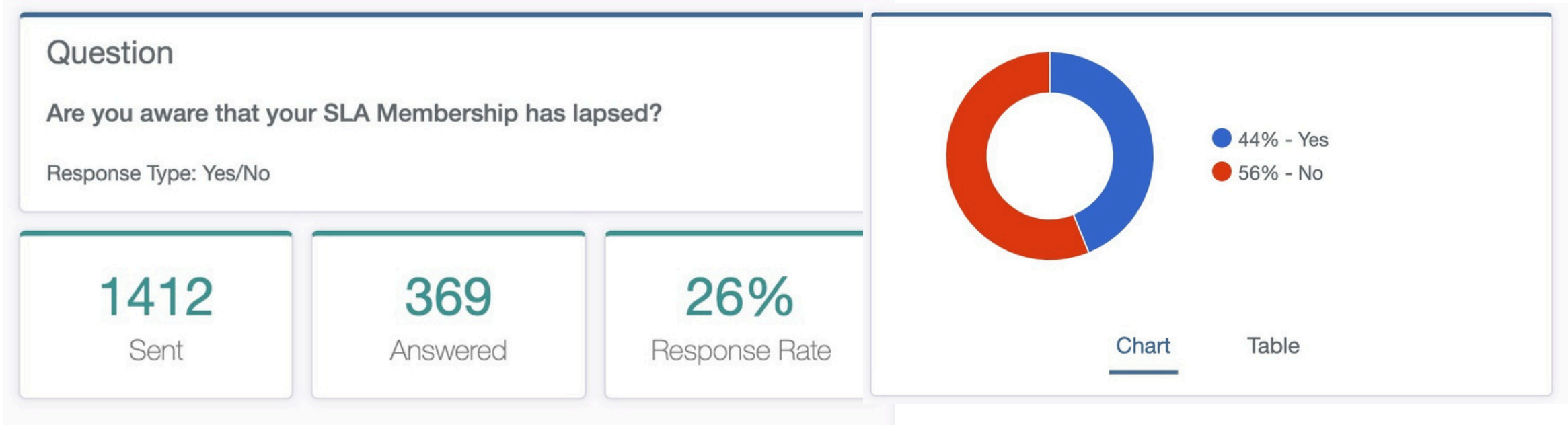
## American Association of Marriage and Family Therapy - Retention

"The renewal campaign has really moved the needle on when our members are renewing - which is a great reduction of resource usage on our staff time and paper bill mailing, phone calls, etc."



# Example Campaign Questions

## Special Libraries Association on Retention



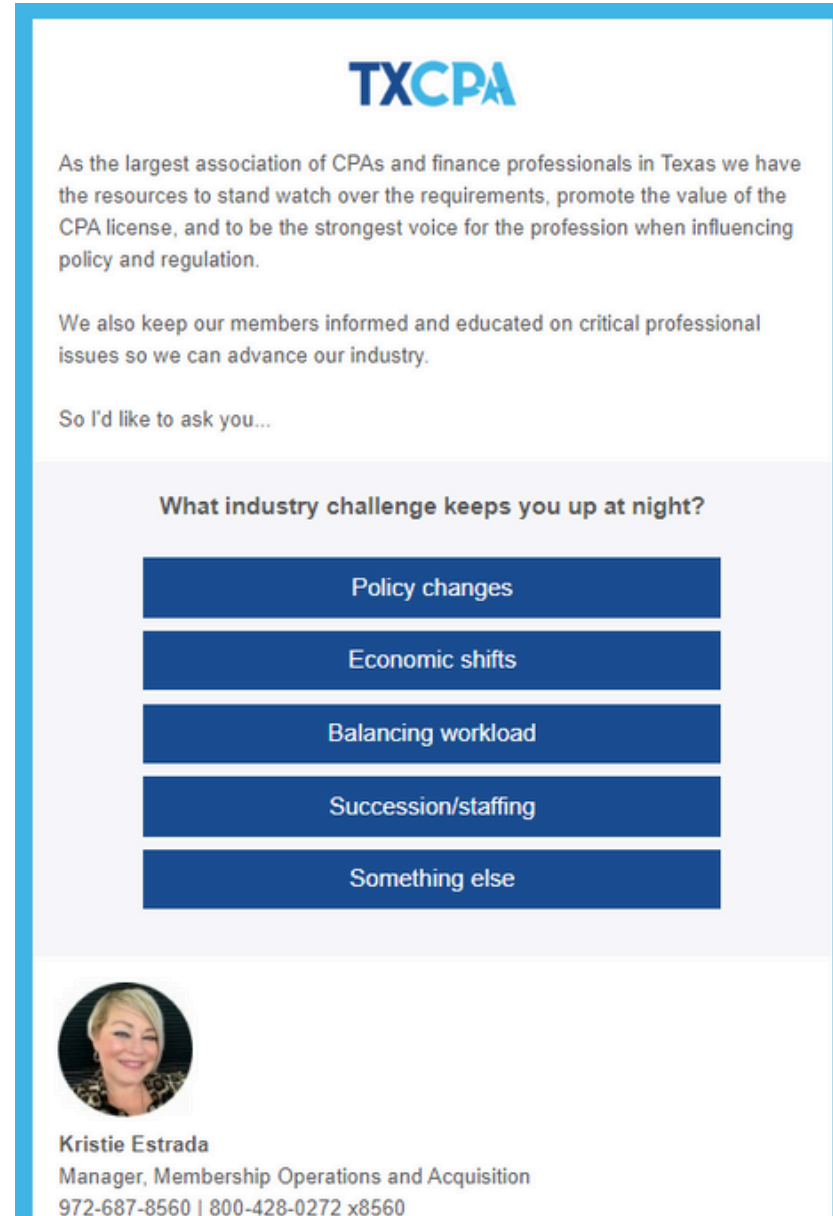
Lapsed



# Example Campaign Questions

Texas Society of CPAs on  
Member Acquisition

Member Acquisition



The image shows a screenshot of a survey form from the Texas Society of CPAs (TXCPA). The form is titled "TXCPA" and contains the following text:

As the largest association of CPAs and finance professionals in Texas we have the resources to stand watch over the requirements, promote the value of the CPA license, and to be the strongest voice for the profession when influencing policy and regulation.

We also keep our members informed and educated on critical professional issues so we can advance our industry.

So I'd like to ask you...

What industry challenge keeps you up at night?

The survey includes five radio button options:

- Policy changes
- Economic shifts
- Balancing workload
- Succession/staffing
- Something else

At the bottom of the form, there is a circular profile picture of Kristie Estrada, followed by her name and title: "Kristie Estrada, Manager, Membership Operations and Acquisition". Contact information is provided at the bottom: "972-687-8560 | 800-428-0272 x8560".





# Example Campaign Questions

## Transportation Intermediaries Association on Member Acquisition

Member Acquisition



The [Transportation Intermediaries Association \(TIA\)](#) is the premier association for 3PL Providers and others in the industry. We're here to support your business' success. Would you mind telling us a little about your company?

When it comes to your company, which of the following is your MOST urgent priority?

Limiting risk and liability

Growing my network

Exploring solutions to solve complex problems

Demonstrating my expertise in the industry

Deepening my knowledge of the industry

I am no longer in the 3PL industry

