

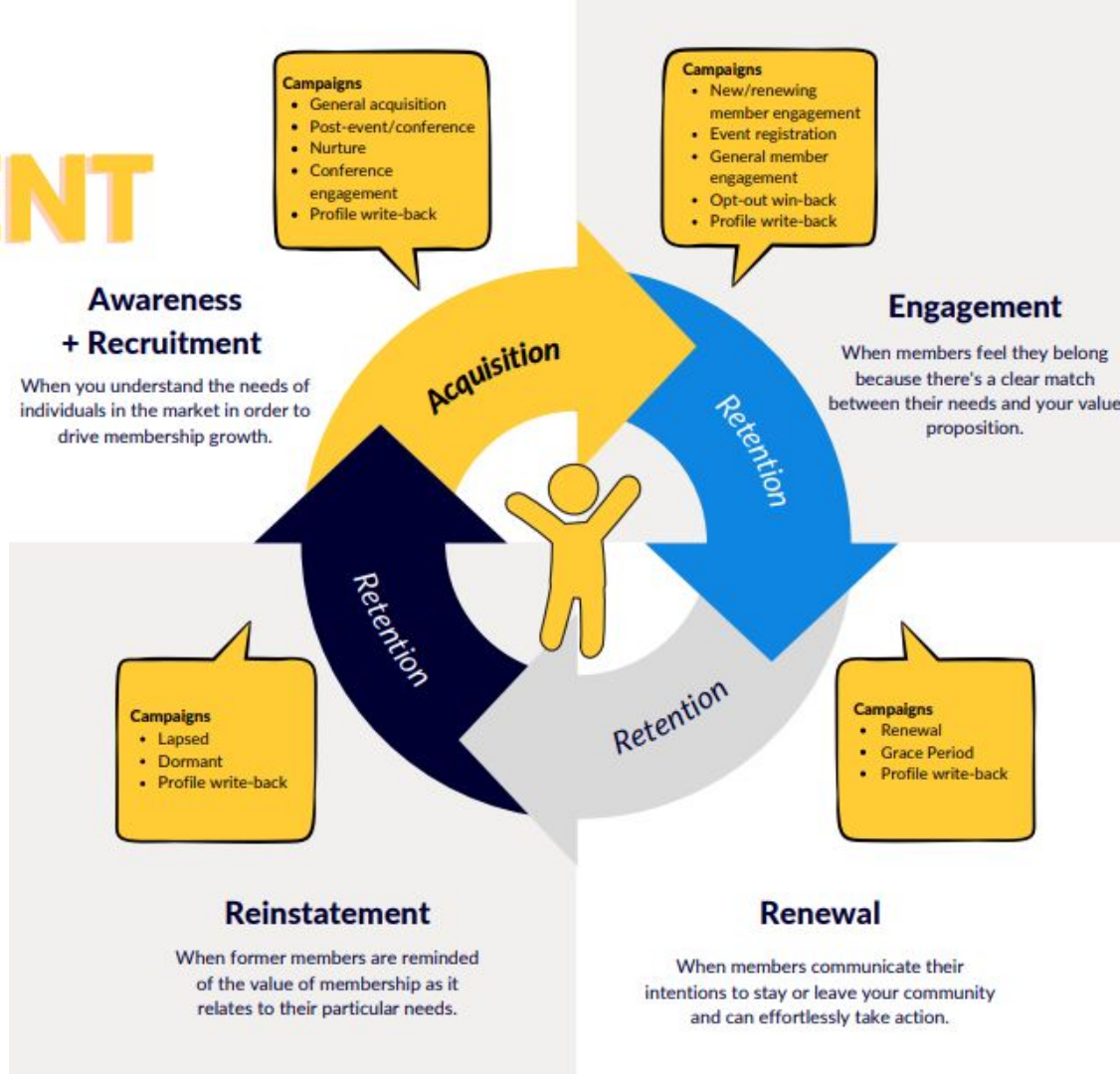
5 Must Have Campaigns

7-27-23

Client Roundtable



MEMBER ENGAGEMENT LIFECYCLE



Member Acquisition Campaigns

Why use PropFuel?

- Having a conversational approach may offer you better results
- Gather context around their interest/needs (zero party data)
- Take the conversation deeper
- Automate further actions based on a response (including write-backs)



26%

increase in conversions from last year

Hi Colleague,

I noticed that you don't currently have a membership with us, and we've just announced an amazing incentive to join American Association of Nurse Practitioners® (AANP)!

If you join AANP before April 24, 2023, you'll not only save 10% on membership dues, but you'll also have a chance to win an incredible Big Easy-sized prize: a free registration and \$2,900 travel stipend to attend the 2023 AANP National Conference in New Orleans — a prize worth \$3,495 total!

Would you like to join AANP and be entered to win?

Yes, how do I join with the discount?

Maybe, tell me more ...

No, I'm not interested.



Member Engagement Campaign

Why use PropFuel?

- Continual engagement at scale (because you're busy!)
- Trigger other questions/actions to dive deeper
- Connect members with relevant resources or next steps
- Write-back info and interests



Hi Hello!

It has been a minute. We want to make sure you are having a great experience.

How do you want to engage with ISA?

I prefer the sidelines. I consume ISA content, but am not to inclined publicly participate.

I like to roll up my sleeves and show up in person to join a committee or work on a short term project.

I like to engage/respond in forum discussions that jolt my interest.

I enjoy writing articles, posts, maybe even a book if I have time.



Conference Campaign

Why use PropFuel?

- Drive faster registrations
- Learn what matters most to them
- Uncover any hesitations



This fall, we are delivering high-quality pediatric continuing education directly to you — at home or work! On Oct. 6, we will host our live virtual Pediatric Symposium: 2023 Targeted Topics for you and your fellow pediatric-focused APRN colleagues. Sessions are available in multiple tracks including primary and acute care, mental health, hot topics and a track tailored to seasoned clinicians' needs.

Are you interested in earning more than 25.0 CE this fall?

Yes, tell me more!

Remind me about this later

I am not interested

All registrants will have access to our sessions on-demand until Dec. 31, 2023. Register now to save with our early bird discount.



Renewal Campaign

Why use PropFuel?

- Drive faster renewals
- Know each member's intent to renew
- Uncover hesitations or reasons for not renewing
- Automating next steps
- Write data back to AMS



You asked—we listened.

Renew your OSCPA membership (5/1/23 - 4/30/24) before life and work get too busy, and keep membership benefits rolling in.
Thank you for being a valued member of OSCPA!

Do you plan to renew your membership?

Yes

No

Not sure



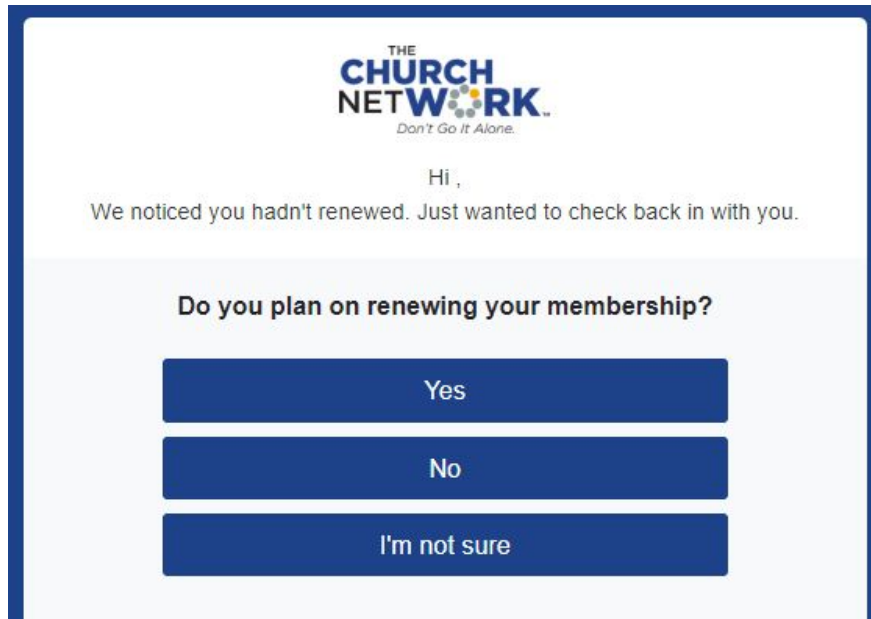
Denise Ison-Miller, CAE
Director, Individual & Employer Experience
The Ohio Society of CPAs | ohiocpa.com



Lapsed Member Reinstatement Campaign

Why use PropFuel?

- Asking questions allows you to cut through the noise and drive action
- Learn about their needs and interests
- Know who to nurture
- Automate additional actions



The screenshot shows an email interface for 'THE CHURCH NETWORK' with the tagline 'Don't Go It Alone.'. The email content includes a greeting 'Hi,', a message 'We noticed you hadn't renewed. Just wanted to check back in with you.', and a survey question 'Do you plan on renewing your membership?'. Below the question are three blue buttons with white text: 'Yes', 'No', and 'I'm not sure'.

MEMBER ENGAGEMENT LIFECYCLE

