

AAF Membership Webinar

Presented by the AAF Council of Governors

AAF Mission

The American Advertising Federation protects and promotes the well being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Objectives Comparison

What local clubs DO

- Interface directly with our members.
- Find members
- Raise money for local opps
- Create programming for local market
- Establish community (meetings, AmAdShows)
- Manage local AmAd Show
- Some administrative duties

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What Districts Do

- Interface directly with our club leaders
- Provide supporting resources.
- Raise funds to support District Operations
- Mentor and grow leadership
- Flow information from clubs to national and vice versa.
- Deploy national initiatives to the clubs
- Manage district AmAd Show

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What Districts Do

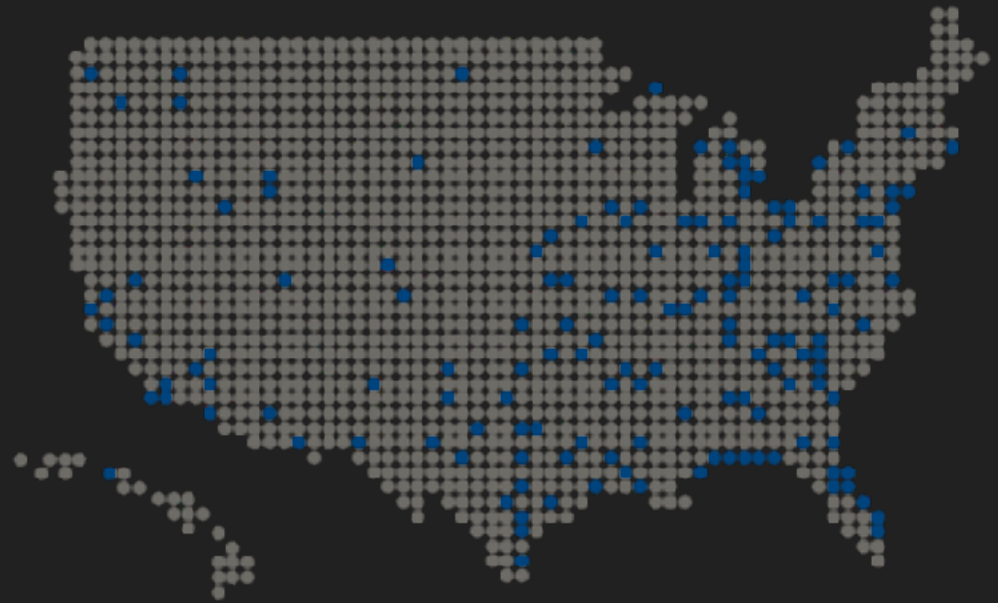
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What the COG Does

- Provide supporting resources for districts.
- Mentor and grow leadership
- Receive information about local clubs from Districts
- Develop and roll out initiatives through Districts

2020 Initiatives Foundation

There are 150 club Presidents across the AAF + Ad 2



They are our primary brand advocates in all our markets

Who are your national reps?

COG Officers



Yeosh



Mary



Larry



David

AAF Club Services Staff



Dawn

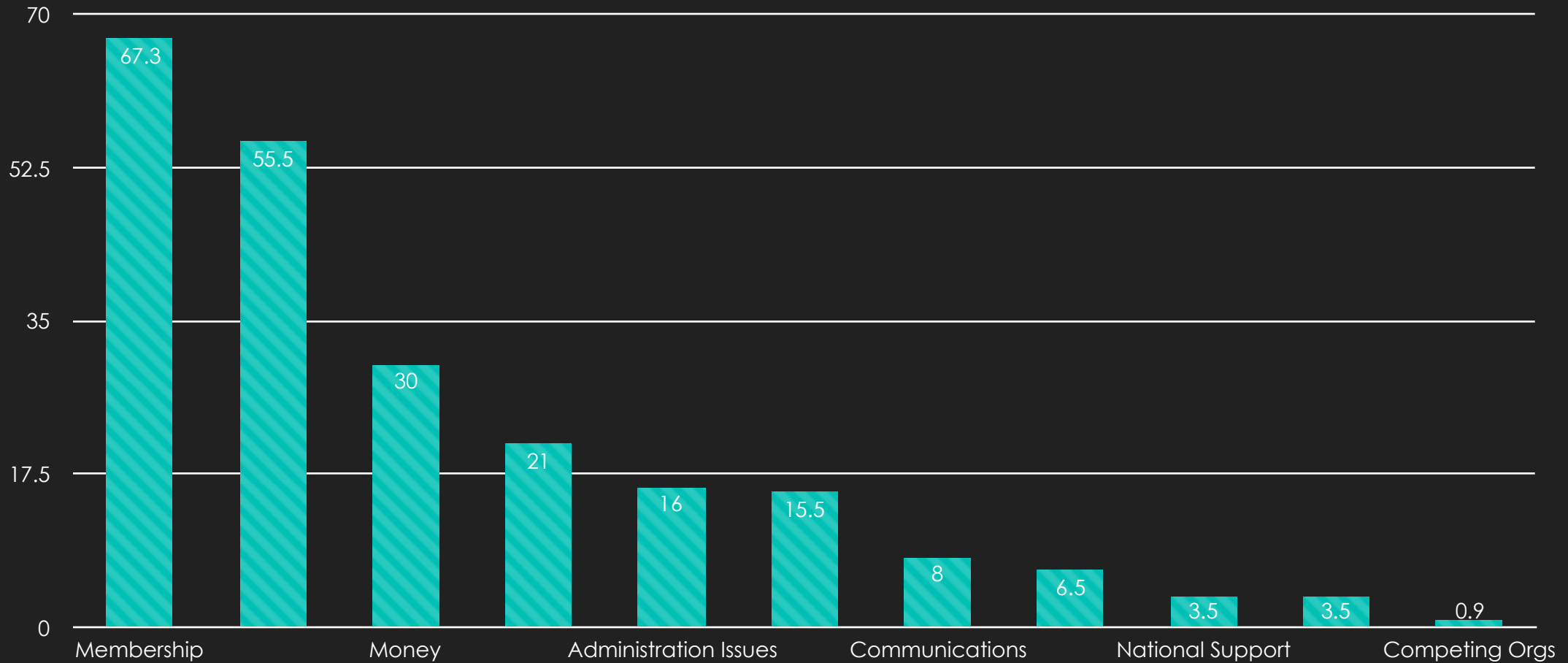


Amanda

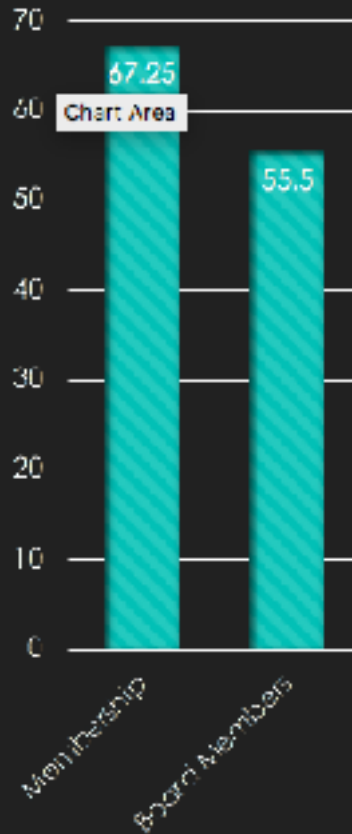
AAF Member Experience Funnel



What are our President's worried about?

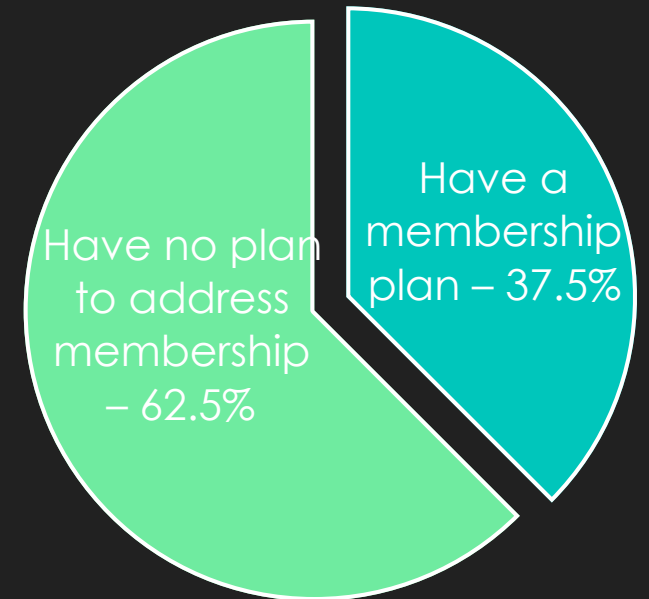


Where the local clubs are today: Membership Concerns



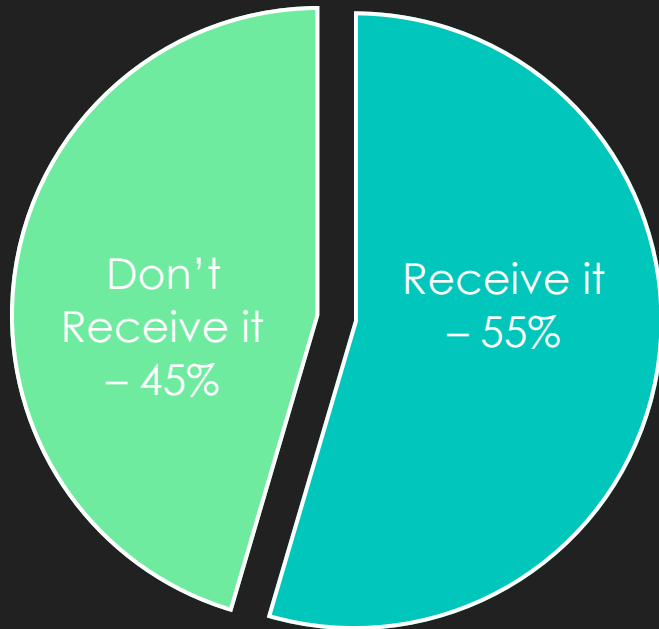
Presidents show a high level of concern about Membership and Board member recruitments/engagement/retention...

...but only 37.5% of clubs have a plan to address the issue.

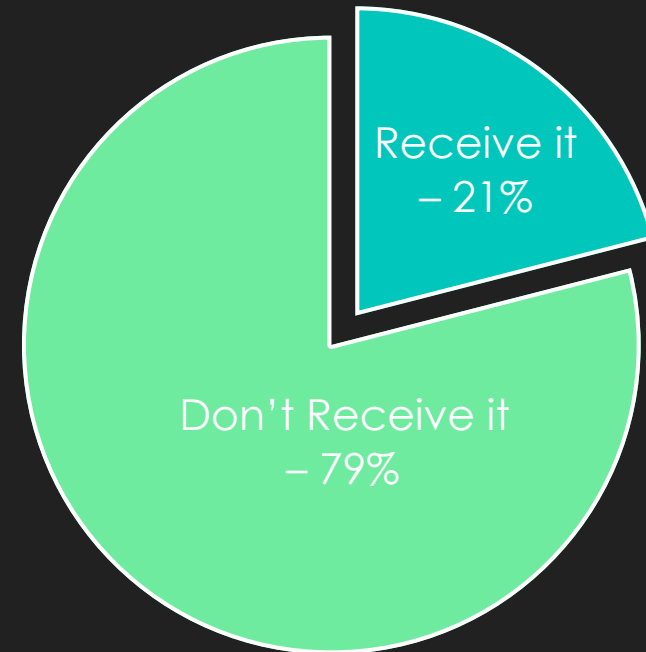


Communications from National Newsletters

SmartBrief



Gov. Rel. Newsletter



Communications from National Newsletters

- Monthly club updates you need
- Information to share with your members
- Advice from AAF staff and clubs around the country

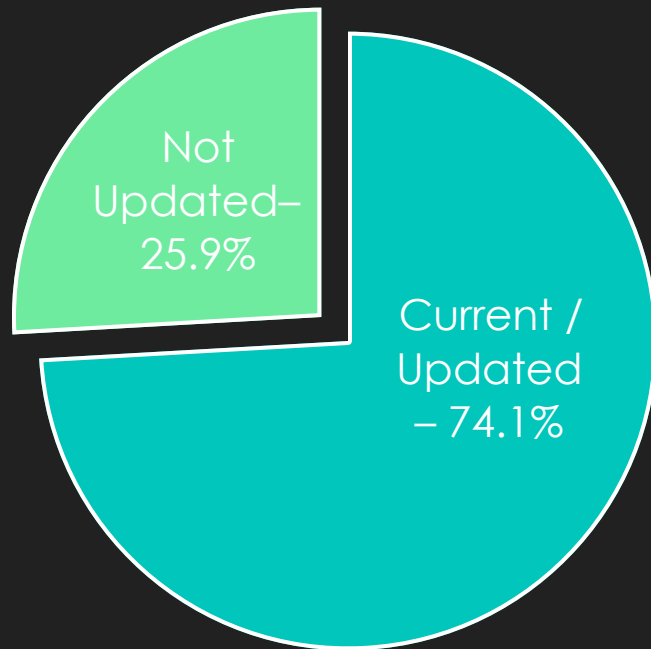
The image shows a preview of an email newsletter from the American Advertising Federation (AAF). The header features the AAF logo and the text "AMERICAN ADVERTISING FEDERATION" above the main title "Membership News". Below the header, there are three distinct content blocks:

- Top Block (White background):** Promotes "AAF SmartBrief", a free daily email newsletter. It includes a small image of a newspaper and the text: "Designed specifically for advertisers, agencies and media companies, AAF SmartBrief is a FREE daily email newsletter. By providing the latest need-to-know industry news and information, AAF SmartBrief saves you time and keeps you smart. Sign up today to receive AAF SmartBrief >>".
- Middle Block (Light Blue background):** Features a graphic with the word "SOCIAL" in large, colorful letters, surrounded by various social media icons like Facebook, Twitter, and LinkedIn.
- Bottom Block (Pink background):** Promotes an upcoming conference. The text reads: "Have You Registered? ADMERICA is just around the corner...don't miss this year's conference, Let's Get Social!, will feature interactive workshops and keynotes, along with professional & club development opportunities. Early Bird pricing has been extended! Take advantage of reduced rates to March 1st >>".

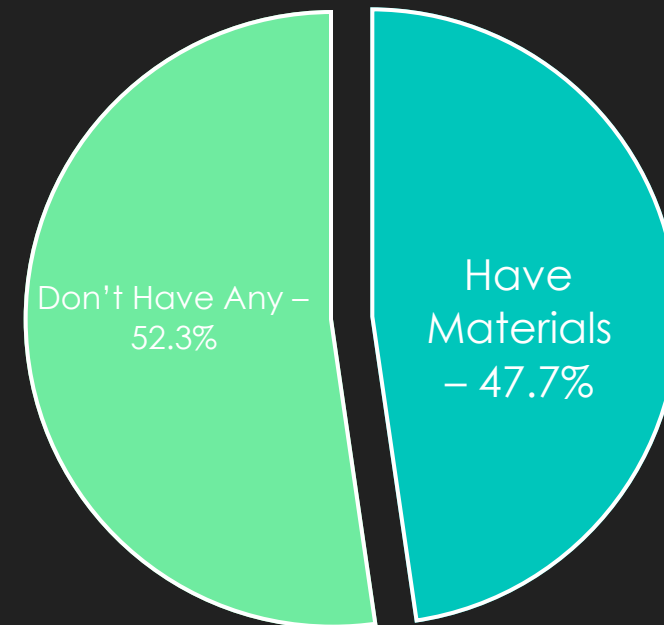
Local Marketing/Communications

Updated Materials

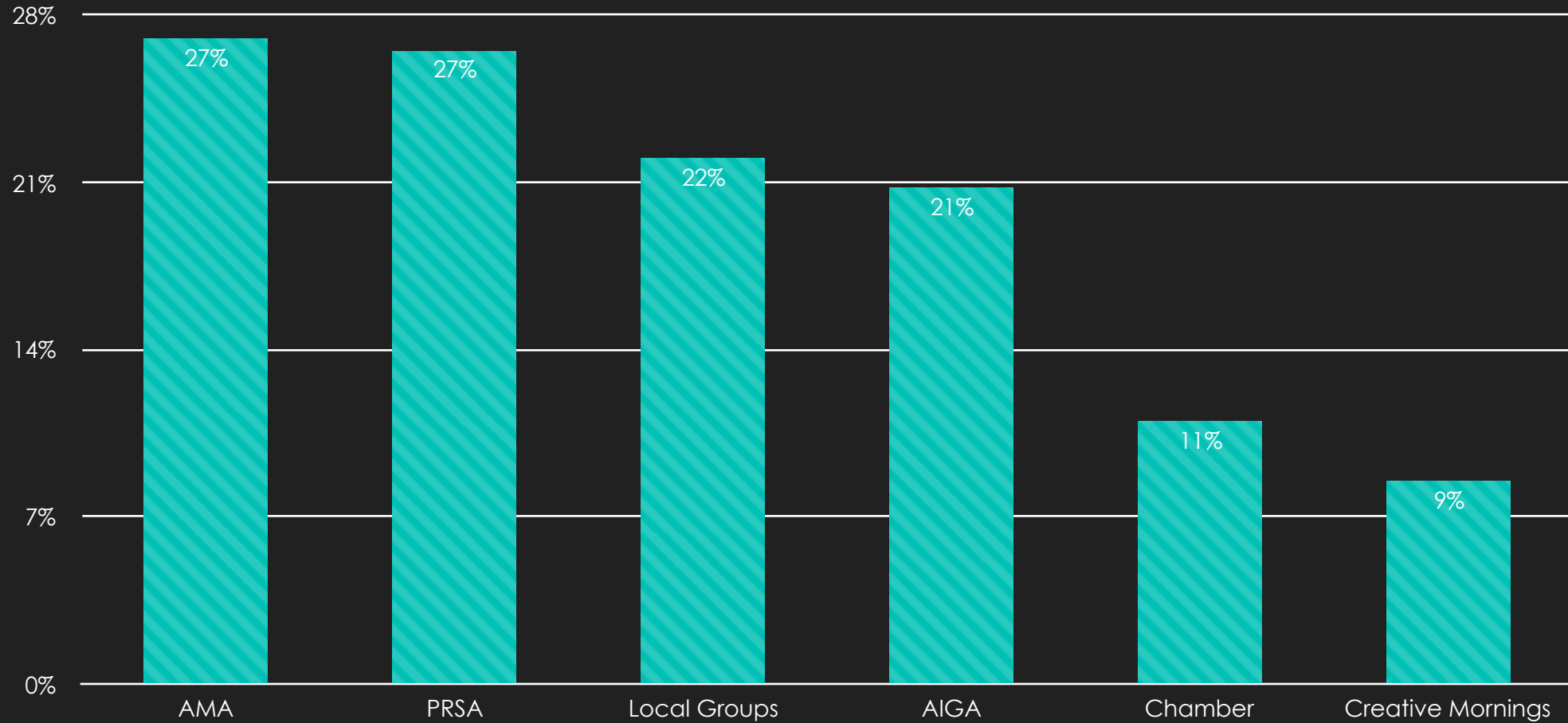
Club website content



Marketing Materials



Who are we competing with?



Membership Reporting

- Club rosters are submitted a minimum of once a year (but preferably quarterly) to Amanda Dehart - adehart@aaf.org
- We send you a template with the format we need it in
 - “Official” rosters are collected in the fall
- National Member dues are billed in December, due within 30 days.

Membership Reporting



Who gets reported as a member?

Everyone who pays membership dues, and all honorary/legacy members, corporate members, etc.

Basically, everybody.

Membership Retention Communications Plan



SAMPLE CLUB MEMBERSHIP RETENTION PLAN – Monthly Outline

Plan Objectives: To increase renewals by providing more consistent communications about the value of the organization.

Target: Existing AAF members.

- Direct individual members
- Corporate Member Administrators
- Corporate Members (non-administrator)

Month 1:

- Send them a welcome email with a calendar of upcoming events
- Call to welcome them
- Welcome them on social media and/or in your organization's newsletter

Month 2:

- Call them with a personal invite to your next event. Offer to meet them and introduce them around the room.
- Send them a personal invitation via email to get involved, along with a list of available committee positions.

Month 3:

- Host a monthly or quarterly new member coffee meet-up. Invite all the members that have joined since the last one or anyone who wants to come meet new members.

Month 4:

- Send them another targeted email with reminders to follow the club on social media channels, as well as sign up for national AAF newsletter content.



Month 5:

- Pair them with a member mentor (if they haven't been paired already), or assign a member of the membership committee to introduce them to other members they might be interested in meeting.
- Send them a personalized email highlighting a specific benefit or area of your website that will help them specifically (for example, if they're a student member, direct them to your job board).

Month 6:

- Survey your new members - ask them what benefits they're utilizing, what they'd like to see from your association, etc.

Note: You should customize this plan to suit your area. Add in specific communications based on what's happening throughout the year, like American Advertising Awards submissions or nominations for club awards. One direct communication a month should be sufficient, because all members should also be receiving communications through your newsletter and social channels.

Membership Retention Comms Plan

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Membership Retention Comms Plan (cont...)

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Membership Growth Plan



Sample AAF Club Membership Recruitment Plan Instructions

1. What are your broad membership goals?

- **Ask yourself:** How would you like your relationship with your members to change through this plan? What will you measure to know if you've achieved your goal?
- **Try this:** Make your goals concrete with numbers and by outlining specific actions you will take to get there.

2. Who is your target audience?

- **Ask yourself:** Who are you targeting? What are the composite characteristics and behaviors for each group?
- **Try this:** Delve into your data to refine your personas. If you have engagement tools like a private online community or marketing automation software, your members are generating valuable behavioral data ready for you to use in your personas.

3. What do our prospective members need?

If your club can't help to solve your members' problems, then they won't have a reason to engage or maintain their membership status.

- **Ask yourself:** What is each persona's most urgent and pervasive challenges? How can your membership organization and community help to solve them?
- **Try this:** If you want to understand your members' pain points, start with research. Using



engagement tools like surveys and marketing automation, gather the behavioral data that reveals their problems, what they value, and how you can help them.

4. How do we demonstrate value?

The value your organization offers is how you will help to solve the problems and challenges your members face. Whether through quality content, connections with experts, webinar series, or networking opportunities, the value of your organization and community will give your members a reason to stay engaged.

- **Ask yourself:** What can I offer to solve my members' problems? What information, collaboration, or networking opportunities do they need?
- **Try this:** From the research you did in steps two and three, you should have a good handle on what your members need. Match their needs with the benefits you can offer.

5. How do we 'ask for the sale'?

Many aspiring salespeople have the most trouble asking for a commitment from a prospect. This is the most critical part of the process and the most easily mismanaged. Asking for the sale before proving the benefit can scare the prospect off but waiting too long can result in a loss of enthusiasm.

- **Ask yourself:** At what point in the process should I be asking a prospect to sign up for a membership? What is the best method to do so? Email, personal phone call, at a social?
- **Try this:** Give people a reason to "act now". Provide them with a discount code for membership that expires after 2 weeks or offer an incentive (doesn't have to be money) if they sign up during a membership recruitment event.



6. Who is handling the process?

It's important to have a clear outline of who among your committee is responsible for each aspect of your membership growth strategy so everyone knows for what they'll be held accountable.

- **Ask yourself:** Who will do the work? Who will monitor progress? Who is ultimately responsible for the goals being met?
- **Try this:** Consider having one person on your committee who focuses only on new member sign-ups and another focusing only on membership retention and satisfaction. Isolating those roles will help give your membership team clear goals and help define their tasks and roles.

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Membership Assignment

Local Clubs - Current/Incoming Presidents and Membership Cmte

Work together to complete both the membership retention and growth plans in the month of March.

Districts - Membership Reps

Follow up and provide advice/support/guidance to the local clubs in completing this task

Next Months Webinar

TOPIC: Building your board and establishing goals

WHO'S INVITED: All current and future local club and district leaders

WHEN: Thursday, March 26th at 3:30 Eastern

We will be sending out the Zoom conference links to district Governors

Come to ADMERICA!



Have You Registered?

ADMERICA is just around the corner...don't miss this year's conference, Let's Get Social!, will feature interactive workshops and keynotes, along with professional & club development opportunities. Early Bird pricing has been extended! **Take advantage of reduced rates to March 1st >>**

June 6-9

Palm Springs, CA

THANK YOU!