COMMUNICATION, MARKETING AND BRANDING YOUR UNIT/DIVISION IN SUPPORT OF MEMBERSHIP GROWTH
Presenters

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You can be an amazing marketer!

Annie Baldauf
Marketing and Communications Coordinator
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What is marketing?

Marketing and communications for units and divisions.
Email Marketing

Steps & how-to

1. Establish a purpose and goal.
2. Define an audience.
3. Create a schedule.
4. Make the main message or call to action the focus of the email.
6. Deploy.
7. Review the metrics and make adjustments.

Best practices

1. Keep subject lines short and make them grab your readers’ attention.
2. Maintain and update your email lists.
3. Review metrics and make adjustments.
4. Personalization.
5. Less is more.
7. Be consistent.
Email Marketing

Treat yourself at CEC 2017!

If CEC 2017 is an ice cream sundae, adding a workshop is the cherry on top—a simple addition that makes the experience that much sweeter. You can enhance your CEC 2017 experience by adding one of our 25 full- and half-day Convention Workshops to your schedule. These workshops focus on specific and relevant topics that dive deep into content that you need to know!

Here’s a taste of what we have to offer:

- **Workshop #2 – Bring It On: Applying UDL to Collaborative Planning**
- **Workshop #5 – THINK DEVELOPMENTALLY: Linking Classroom Practice to Assessment, Achievement, and Accountability**
- **Workshop #12 – A New President and Congress: Implications for Federal Education Policy**
- **Workshop #16 – What’s the Deal With Assistive Technology? A Dynamic Conversation**
- **Workshop #17 – Charting the Course: Special Education & Charter Schools**
- **Workshop #19 – Differentiation Made Simple: Change Your Favorite Lessons Into Differentiated Ones**

**Register now**

Sprinkle in a workshop and earn while you learn! At CEC 2017 you can earn up to 23 Professional Development Hours (PDHs) by attending convention education sessions, including preconference workshops, lectures, panels, and poster and strand sessions. Learn more.

A sweet treat awaits at CEC 2017, the only special education professional development event for all educators serving all students with no limits.

Visit our website | CECAC2017

User name | Password | Change email | Unsubscribe from all CEC e-Communications
Using social media effectively

1. Start small and develop one channel.
2. Maintain frequency.
3. Curate content other than yours.
4. Build your audience.
5. Don’t overload.

Things to remember

1. Define your social channels.
2. Social channels are casual, organic and fun, but always maintain professionalism.
3. Be willing to
Best Practices

Facebook

- Keep posts short and specific.
- Be engaging and be active.
- Know your audience.
- Post frequently and be consistent.
- Include images.
- Review your data.
Social Media: Facebook

Well performing organic post
- Has short, clear post text, image, call to action, and link.

Well performing paid post
- Has short, clear post text, image, call to action, and link…but has a greater reach
Best Practices

**Twitter**

- Have a simple handle.
- Add followers and build an audience.
- Be engaging and be active.
- Know which hashtags to use.
- Post frequently and be consistent.
- Know the purpose of your Twitter account.
- Review your data.
Websites

The home for ALL of your content.

- Everything links back to your website.
- It is a place to have a calendar for events.
- It is a place to make important announcements.
- Share and archive resources.
- It should explain who you are as an organization.

The basics

- You need content.
- You need 1 to 3 volunteers to be webmasters.
- Keep it updated.
- Remember less is more.
Websites

Managing a website doesn’t have to be scary. Your website is like a folder and updating it is like typing a Word document.
Membership 101
Key Vocabulary

- **Retention** – keeping the members we already have
  - Retention Rate – how we measure the number of returning members
- **Acquisition** – gaining new members
- **Lapsed** – when a member does not rejoin/renew
- **Non-Member Customer** – someone who buys a CEC product, or attends an event…but is not a member
- **Membership Campaign** – events or promotions designed to retain and/or acquire members
“All members of CEC state and provincial units, as well as members of CEC divisions are required to hold concurrent membership in The Council.”

- **Unit Membership**
  - No additional fee imposed on the member
  - Additional chapters are the responsibility of the individual units.

- **Division Membership**
  - Additional fee required, specific amount set by the Division.
  - Additional chapters are the responsibility of the individual units and divisions.
# Membership Tiers

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<th>BASIC</th>
<th>FULL</th>
<th>PREMIER</th>
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<td>$65</td>
<td>$115</td>
<td>$205</td>
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- Member discounts
- Online TEC
- All-Member Forum
- Access to:
  - Mentoring Program
  - Join Divisions
  - Preferred Member Pricing

- Basic +
- TEC in Print
- EC online
- Free Recorded Webinar

- Basic + Full +
- $250K professional liability insurance
- TEC & EC, print+
- Free Division (up to $35)
- 1 Free e-book
- 2 Free recorded webinars

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Student membership – 20% off all rates
Organization Membership - $1,300
Role of Membership Chair (and executive leadership)

- Current Member(s) of CEC
- Review Membership reports provided by CEC
- “Collaborate with CEC to develop a membership recruitment and retention plan and/or an action plan for membership services.”
- Maintain minimum of:
  - 50 members for Units
  - 1% of CEC’s total membership (currently 22.5K)
We are here to help!
CEC Operational Support to Units and Divisions

Units

- **Financial**
  - CEC collects individual membership dues throughout the year.
  - Each unit receives $7 for each state/provincial member annually (CEC retains $1/member as service fee.)
  - The checks are distributed to Units within the first quarter of the new fiscal year.

Divisions

- **Financial**
  - CEC collects individual Division dues throughout the year.
  - Distributes each Division’s dues quarterly. (CEC retains a percentage as service fee.)
Monthly Membership Lists

Monthly membership lists are sent to officers of the Units and Divisions.

The officers who receive these lists are:
- President, President elect, Vice President, Membership Chair, Executive Director, Executive secretary, CAN Coordinator

The 4 lists which are sent are:
- Current members, Lapsed members, New/Rejoin members, and Renewals.

The lists are sent for the month which has just closed.
Materials Request Form

To help promote membership, CEC will send promotional materials for conferences and meetings that Units and Divisions hold throughout the year. Units & Divisions must fill out the Materials Request form so that we can keep track of inventory.

Leadership Resources cec.sped.org

Please take a minute to check out our resources page. http://www.cec.sped.org/About-Us/CEC-Leadership/Unit-and-Division-Leadership-Resources

If you have concerns or you can think of other resources which should be posted to the resource page please contact membership@cec.sped.org
Membership Growth
### CEC’s Win-Back Campaign

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<th>Initiative</th>
<th>Results</th>
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<td>□ 50,000 mailings/emails to lapsed members &amp; non-member customers.</td>
<td>□ 1,816 new or rejoined members</td>
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<td>□ June ‘16 – April ’17*</td>
<td>□ $50,000 profit</td>
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<td>&amp;Ongoing</td>
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Conference? Member campaign?
Notify CEC EARLY so together we can:

- Dream up a fun membership promotion specific to your target audience.
- Promote it in multiple channels, multiple times.
- Arrange for CEC staff or leadership to participate?
- Let’s remember to NOTIFY CEC EARLY 😊 None of the above can be accomplished 3 weeks before your conference. THREE months would be fabulous!
Membership Promotions & Incentives

- Onsite discounts for new and rejoining members.
- CEC swag
- Gift membership(s) for purchase
- Webinar discounts
- Premium gifts (resource guides, ebooks, Unit or Division products)
- Targeted Facebook ads
- Other ideas???