

MEMBERSHIP DEVELOPMENT AND PUBLIC RELATIONS
REFERENCE MANUAL

No longer should IAIP be the insurance industry's "best kept secret". We know better than anyone else what IAIP has to offer. Reaching out and sharing our membership experiences with other industry professionals should be that 1st step in recruiting. Next, review our enhanced membership eligibility requirements and reach out to those colleagues and peers who may qualify as potential new members. Another sector to seek out, as members, is young professionals, college students and men and women entering the insurance industry as a second career. Recruiting should be ongoing all year long and not just during specific membership drives. Finally, ask our local associations, "Are you conducting your meetings in such a way that members and prospective members WANT to be a part of IAIP? "

Gaining and retaining members **IS** within our control. By working together, we **WILL** increase and retain our membership and secure our future.

Many thanks to IAIP's Region IV Vice Presidents and its Magical Members for information and ideas included in this manual.

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**MEMBERSHIP DEVELOPMENT
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MANUAL**

MANY OF THE DOCUMENTS REFERENCED IN THIS MANUAL CAN BE FOUND ON THE IAIP WEBSITE. YOU CAN FIND THEM IN THE SECTION MARKED, "FOR MEMBERS" THEN CLICK ON THE LINK: "LEADERSHIP AND MARKETING."

Leadership & Marketing

All Levels

(*NEW*) Member Achievement Record (Excel)
(*NEW*) Top 10 Reasons to Join IAIP (Word)

For Local Associations

(*NEW*) Thought You Were Only Part of a Local Association (PowerPoint)
(*NEW*) Presenting Your Local Association (PowerPoint)
(*NEW*) Why I Joined IAIP Letter {to give to prospective members/colleagues} (Word)
(*NEW*) Local Associations: Adding Value and Gaining Employer Support (PDF)
(*NEW*) Local Associations: Creating Business and Industry Alliances (PDF)
(*NEW*) Local Associations: Cooperative Events (PDF)
Local Association Strategic Plan For Growth (PDF)
Local Association Strategic Plan For Growth (Word)
Local Officer Manual (PDF) (11-08)
Local Association Retention Record (03-10)
IAIP Conflict Resolution Course (01-10)

For Councils

Council Director Manual (PDF) (8-10)
CDE and CD Calendar (DOC) (1-11)
Council Fund Audit Form (PDF) (7-06)
Council Delegate Script - Generic (DOC) (3-09)
Council Meeting Standing Rules (DOC) (3-09)
Council Meeting Script (DOC) (3-09)
Council Director Local Association Report DOC (08-10)
General CWC Script
Council Director-Elect Information Form
Council Meeting Budget Report
Council Meeting Certification
Sample Letter to Employer from Council Director
Request for Council Director to Send a Letter to Your Employer About Your IAIP Involvement

For Regions

Sample Letter to Employer from RVP
Request for RVP to Send a Letter to Your Employer about Your IAIP Involvement

MARKETING MATERIALS

(*NEW*) Local Association Marketing Guidelines (Word)
(*NEW*) IAIP Membership Marketing Video
Marketing 101 (PowerPoint)
101 Ways to Keep Your Members (PDF)
New Member Orientation Guide
Gaining Employer Support (PDF- Brochure)
Membership Recruitment: Why Join IAIP? (PDF- Brochure)

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Templates

Local Association Recruitment Brochure (Word)
Regional Conference Brochure (doc)
(*NEW*) Special Event Brochure (Word)
(*REVISED*) Potential Exhibitor Letter (Word)
(*REVISED*) Speaker Letter (doc)
(*REVISED*) Speaker Thank You Letter (doc)
Employer Thank You Letter (PDF)
Employer Invitation to Meeting (doc)
Employer Notification of Award Winner (doc)
Education Program Form (doc)
Council Director Welcome to New Local President (doc)
Business Card Template (Microsoft Publisher)
Business Card Template (Microsoft Word)

PRESS RELEASES

ALL LEVELS

CPIW/CPIM/CIIP Press Release
DAE Press Release
All Awards Press Release

LOCAL LEVEL

Press Release Council Rookie of the Year (doc)
Press Release Council Claims Professional of the Year (doc)
Press Release Council CWC Winner (doc)
Press Release Council Insurance Professional of the Year (doc)
Press Release Council Underwriter of the Year (doc)
Press Release Council Risk Manager of the Year (doc)

COUNCIL LEVEL

Press Release Council Rookie of the Year (doc)
Press Release Council Claims Professional of the Year (doc)
Press Release Council CWC Winner (doc)
Press Release Council Insurance Professional of the Year (doc)
Press Release Council Underwriter of the Year (doc)
Press Release Council Risk Manager of the Year (doc)

REGIONAL LEVEL

Press Release Regional Insurance Professional (doc)
Press Release Regional Rookie of the Year (doc)
Press Release Regional Claims Professional of the Year (doc)
Press Release Regional CWC Winner (doc)
Press Release Council Underwriter of the Year (doc)
Press Release Council Risk Manager of the Year (doc)

SECTION 1

ROLES & RESPONSIBILITIES

MEMBERSHIP DEVELOPMENT PUBLIC RELATIONS MANUAL

Definition of Membership Development Chairperson and Committee:

The chairperson of this committee is elected at the Annual Council Meeting. This committee's members shall include the Local Membership Development Chairperson from each of the Council's Local associations within the Council. The responsibilities of this committee include:

- ▲ Know and understand the IAIP membership requirements as defined in the association's bylaws.
- ▲ Responsible for overall coordination of committee strategy and agenda(s)
- ▲ Develop an action plan that will identify non-member list of prospects by company, by cities, by states (begin with major cities) and assist the Council Director in managing cooperative efforts with the area insurance and risk management industry
- ▲ Consult with Council Director to examine and review member benefits and criteria for each category of membership
- ▲ Monitor non-renewal membership reports and identify any trends that would negatively impact IAIP
- ▲ Assist Council Director in coordination of membership recruitment initiatives
- ▲ Assist the Council Director in organizing new associations with the Council
- ▲ Promote membership development and retention within the Council

Definition of Public Relations Chairperson and Committee

The chairperson of this committee is elected at the Annual Council Meeting. This committee's members shall include the Local Public Relations Chairperson from each of the Council's Local associations within the Council. The responsibilities of this committee include

- ▲ Responsible for overall coordination of committee strategy and agenda(s)
- ▲ Communicate with IAIP communications staff any newsworthy actions for Council and Local Association area industry happenings, coordinate news articles, news releases, and social networking platform; i.e., IAIP.org, Facebook, Twitter
- ▲ Ensure that members receive appropriate recognition and/or entitlements.
- ▲ Create a three-year Public Relations plan. Work with the Membership Development Chair to create a strategic marketing initiative that would incorporate possible new member types (corporate members, affiliate members, etc.) as well as an alliance with like-minded organizations/associations
- ▲ Develop an action plan with methods for increasing ALL types of membership recruitment and retention
- ▲ Act as liaisons with each Local Association regarding educational and legislative activities
- ▲ Define and establish benchmarks or measures of success relative to ensuring our commitment to diversity within the IAIP membership.
- ▲ Produce, in conjunction with Council and Regional annual conference planning committee Chairpersons, Council Directors, and Regional Vice Presidents, a New Member program as part of each Annual Conference. Include program components that include Officers at all levels.
- ▲ Promote IAIP programs

SECTION 2

SELLING IAIP

10 WAYS TO INCREASE & MAINTAIN MEMBERSHIP

Every Association should have a good mix of membership strategies for growth and retention of membership. The start of a new year is a good time for each Association to evaluate its membership plan.

1. Exude a warm and welcoming attitude

A warm and welcoming attitude can translate into a warm and welcoming Association. Your President needs to take a proactive approach in meeting and greeting potential new members. The President, in fact, should stand at the door and greet members and guests as they come in for your monthly meeting.

It can be hard to walk into a roomful of people you don't know. Introduce yourself, take an interest in them, and introduce them to other members. Invite them to be seated with you, for the meeting, and invite them back for future meetings at the end of your time together.

2. Make everything you do a "media event"

Now that digital cameras are so easy to use, take a picture at all your events. Suggestions would be your keynote speaker at the monthly meeting, new member inductions, when you meet with local politicians, providing a community service or making a charitable donation. Send it to your local newspapers or to the "weeklies" that are always looking for items of local interest.

3. Want to get the media more interested in what you're doing?

Invite a local journalist to speak at your meeting. When the Association invites the assistant managing editor of the local newspaper, they will not only speak about their life in the media but also give you tips for ways to get better media coverage. They may also take the business cards of everyone there, and write profiles of your employer/agencies.

4. Get to know your members

Make sure your President, Membership Chairperson and committee, make a special effort to know each member by name and consider their tenure in the association. This can be a challenge, as your Association grows, but it is essential. A member needs to feel that they are a valued part of the Association, regardless of how much they participate. Develop a "member profile" form to gain information about each member.

Introduce "reverse mentoring" for "seasoned" members so they can get a perspective of how actions will be seen and affect different age groups and how to engage and involve them.

5. Set up an Association website

People increasingly expect an organization to have a website. Online search has become the most common and easiest way to research an organization for more information. You want to ensure you are not missing out on valuable exposure online. Setting up an Association website is also a valuable resource to your members, who need to find timely Association information quickly and easily. There are several web based systems that makes it easy for your Association to have a professional website in addition to communication tools.

6. Get members involved

Ensure that members are aware of what your committees are and encourage them to get involved. Don't always wait for the members to volunteer. ASK them to join. A wide variety of skills and talents are needed to run a successful Association and everyone's contribution is needed. Use your Association website to feature all the committees and what they do.

Tap into the time and wisdom of longtime members by introducing a retirement category and introduce volunteer vacancies for them to engage as mentors, negotiators, or ambassadors.

Have a position on each committee for members from each generation. Develop a culture in the association that promotes the value of generational differences. Check with members to determine how the association can take full advantage of the distinct attributes of each generation.

7. Have a membership contest!

Any member who brings in a new member during the year has their name put into a "hat." The drawing is held in June, and the winner gets a prize – an IAIP product would be ideal! There can be various takes on this – maybe the member who brings in the most members during the year gets a prize. The key issue is that your membership grows as a result of a collaborative effort.

Have the association Secretary or President send out a "Thanks for Renewing Your Membership" email, card, or letter to each current member after they pay their annual dues.

8. Send postcards to local businesses

Use postcards as a promotional tool. Emails are great, but it's still nice to receive something in the mail. If you see an article in your local newspaper, about a new business or about a person who has a special appointment or achievement, send them a postcard with congratulations and invite them to come to a meeting. Invite them to join the Association. Many people might believe your Association is exclusive and would find it a great honor to receive an invitation.

9. Feedback

Ask a guest to provide a short comment toward the end of a meeting about what they thought about the meeting. Sometimes they'll convince themselves to join right in the middle of their comments! Just make sure to tell the guest, at the beginning of the meeting, these comments will be requested at the end so the guest is not caught off-guard. Have Membership Packets ready at every meeting so every guest receives a packet to take home and review.

10. Make use of other organizations in your community to "spread the word" about your Association

Service Associations, networking organizations, and professional Associations are always looking for speakers. Most municipal Councils are open to presentations by local non-profit organizations. Economic development organizations often organize conferences and one-day seminars where you might have an opportunity to speak to others about your organization. Keep an eye on the business calendar in your local paper for opportunities to present information about your Association to others.

MEMBERSHIP DRIVE IDEAS

Membership is the lifeblood of our association. Attracting and retaining members can be a very challenging task, but there are many ways to help make your membership drives successful. Use the Internet, your existing relationships, and promote what you have to offer as a group to increase your organization's roster.

Use the Internet

Set up a fan page for your organization on Facebook. This is free and allows other Facebook users to become fans of your page. Use the page to publish information about your organization and planned events. And, if you have an advertising budget, Facebook offers an ad service which you can target to very specific demographics. Twitter is another great resource for marketing. "Tweeting" about your organization, and its efforts to attract new members, will be seen by thousands and you can build a group of followers who you can prospect for membership possibilities.

Word of Mouth

The best method of advertising and recruitment is still word of mouth. Have each member of your association try to recruit new members from office staff and acquaintances they meet during business meetings and other situations. Set up a meeting where members can bring these newcomers to see what the association is all about. Keep the event informative and educational. Newcomers should leave with a good feeling about the experience.

Promote Our Purpose

An often overlooked way to recruit new members is to promote the purpose of our association. Many associations think their message is obvious, but an outsider looking in may have no idea why the association exists. Promote your purpose and message in clear and simple terms.

Give People a Reason to Join

An association that offers nothing to its members will likely see its roster shrink instead of growing. Every association needs to offer an incentive for joining. What you offer will depend on what kind of association you have. Regular monthly meetings with association business kept to a minimum and education or interesting industry associated speakers should be the maximum expectation. Networking time should be set up prior to the meeting to give each individual a chance to meet newcomers, as well as visit with regular members. Promote and advertise what you do for your members and people seeking our type of association will be more likely to join.

HOW TO CONDUCT A MEMBERSHIP DRIVE

Each IAIP association should conduct a Membership Drive a minimum of one (1) time each membership year.

- ▲ Decide on how many members you want to join your association. A 10% growth of member's count as of the end of the last membership year is a good and a reasonable goal for every association. It is important that each prospective new member is excited about joining the association and has a specific role to contribute to its functioning. Otherwise, it will be difficult to explain why a prospective member should join, and the weak message could turn a number of prospective members off from the association.
- ▲ Choose a facility to conduct your membership drive. This should be a facility with a private room for your association. A reasonably priced meal should be available. Make sure that each member and newcomer is greeted as they enter the meeting room. It is important to allow enough time prior to the meeting for networking and introductions. Your association may opt to have some of its members speak about why they joined the association and the benefits they derive from being a member of IAIP during this Membership Drive.
- ▲ Make the membership process as simple as possible. The Membership Development Chairperson and Committee should have Membership Packets ready that include information about IAIP, its benefits, and Educational Programs. A copy of Today's Insurance Professional is a nice addition to the packet. The Membership Development Chairperson or one of the Committee should have a person-to-person conversation with each newcomer to determine what they may be looking for in a professional association, and to sell the newcomer on joining IAIP.
- ▲ Educate your association members on everything related to IAIP (such as the purpose and future of the association and the actual practice of conducting the membership drive). Your goal here is to ensure that each of your association members can answer all association related questions and be confident in the process of recruiting new members. Type and print out a "Frequently Asked Questions" sheet for each of your association members for reference; however, they should know the answers without the sheet. Sometimes the best "sell" for our associations occurs during the early networking at the meeting OR during dinner.
- ▲ Now is the time to dust off those IAIP Name Badges and wear them. They create a clear symbol that will help newcomers identify with the group. Organizationally, it will help the membership drive run smoothly if all association members have a name badge that clearly indicates they are part of the association.

TALKING TO AN EMPLOYER ABOUT IAIP

The Membership Development Chairperson and/or members of the Committee should make a goal of visiting a minimum of five (5) employer's in their association's geographic area each year.

- ▲ Know What The Employer Needs – Do Your Research
 - ▲ How will an employee's membership contribute to the company/agency goals/strategy?
 - ▲ How will an employee's membership contribute to the employer's goals for the employee's development within the company/agency?
 - ▲ Be informative and be realistic about the cost and the benefits available to employees with IAIP membership.
- ▲ Schedule an Appointment
 - ▲ Dress appropriately and respectfully
 - ▲ Bring samples of recent conference and workshop materials, a copy of Today's Insurance Professional, and a course listing of IAIP programs
 - ▲ Have Membership Packets available that include applications and other membership information
- ▲ Be Prepared and Be Professional
- ▲ Make the Most of Your Opportunity
 - ▲ Make a solid connection between employee membership and business strategy
 - ▲ Be complete and honest in disclosing information about IAIP
 - ▲ Take personal ownership – send a thank you to the employer after your visit
 - ▲ Follow up with the employer on an annual basis with an invitation to your local or Council meeting (see Employer Invitation to Meeting, iaip.org).

TALKING TO EMPLOYEES ABOUT IAIP

IAIP association members are the best at selling their association. Here are a few tips that may help current members recruit their fellow employees as new IAIP members.

- ▲ Present IAIP Activities in a Professional Manner
 - ▲ Less professional activities, fun, friendships within the association are not priorities of a business. Present IAIP in the context of the business' priorities and culture with emphasis on education, professional development and leadership opportunities, as well as, business networking opportunities, and the ability for the employee to benefit from the diversity of IAIP's membership.
 - ▲ Speak highly of coworkers who serve in leadership or volunteer positions. Emphasize successes and contributions and refrain from mentioning mistakes or short comings. Where possible, relate their IAIP activities to their business activities.
 - ▲ When speaking about IAIP to peers and fellow members in the office, make conversations quick and avoid casual chatter. Ensure IAIP discussions do not preoccupy a significant amount of the time or distract from productivity.
- ▲ Sometimes an Indirect Approach is Most Effective
 - ▲ Shift the "power" to yourself by NOT asking for IAIP support or trying to challenge a person's resistance.
 - ▲ During opportunities when defenses may be lowered, send a subtle message of support for IAIP. It will register as truth if defenses are down, and eventually these small truths outweigh any preconceived, negative perceptions. The person hearing the information will connect the dots and understand they too can benefit from IAIP involvement and support. In time, they will become a willing supporter.
- ▲ Establish a Positive View of IAIP
- ▲ Encourage Company Management to Partner with the IAIP Community
 - ▲ Ask Senior Management to judge IAIP awards competitions.
 - ▲ Ask Senior Management to serve as the "audience" for CWC speak-off competitions
 - ▲ Invite Senior Management to be presenters at IAIP conferences and meetings
 - ▲ Invite fellow employees who specialize in certain areas to speak at local meetings, for example, Life Insurance, Long Term Care, Workers' Compensation topics.

DON'T LET YOUR MEMBERS "SLIP AWAY"

It's true that we must concentrate on recruiting new members into IAIP however, it is also very important not to lose current members. Membership retention should be one of the top priorities of every association.

The Membership Development Chairperson should review meeting attendees and the association's membership list on a regular basis. When association members have missed two or three meetings in a row it is easy for the association to let them "slip away" un-noticed and eventually lose them at renewal.

Missing members should be called with the goal of chatting with the member to determine why they've missed meetings. Have they been ill? Has a family member been ill? Has something happened at a previous meeting to "turn them off" about the association? These phone calls will help to reconnect with missing members and give the association an opportunity to invite them back.

Remember, members have many things going on in their lives and those things compete with your association for time. Be sure to get these members involved and provide meeting topics that give them the value they're looking for by being a member of IAIP.

Rule of thumb is that if you let a member go 90 days, without involvement, odds are pretty good they won't return and you'll lose them at renewal.

Get and keep new *AND* seasoned members involved!!

SECTION 3
PUBLIC RELATIONS

PUBLIC RELATIONS: SHOUT IT OUT!!!

There is no trick to public relations. The purpose for publicizing an organization, its member achievements, and events is to let both the members and other people know about the association and its activities so that many of them will attend. In order to effectively publicize a meeting or event, you need to define your audience or those you want to reach.

Public Relations may be defined as 1) promotion of favorable image: the practice or profession of establishing, maintaining, or improving a favorable relationship between an institution or person and the public; 2) public image: the relationship between an institution or person and the public, with respect to whether that institution or person is seen in a positive or negative light – “The project was a public relations disaster.” Public relations may also be referred to as image management, “spin doctoring,” media, relations, self-promotion, and publicity. Questions you may have should include:

What are the purpose and the goal of the publicity?

The publicizing goal for IAIP is to remind members of the meeting and speaker and to make those among the general public interested in such a meeting aware of the event.

Organization members are sent notices and in some cases have a website with information about the event. Press releases are sent to local newspapers to announce the meeting.

Know your demographic - Who is the audience for the publicity?

The audience consists of members and non-members who may be interested in the meeting subject matter OR in consideration of non-members, the IAIP as an association that they may be interested in joining.

What methods are used to publicize the event?

There are a variety of methods that may be used to publicize your association. Where to begin?

Contact your local Convention and Visitors Bureau or Public Library and ask if they have a list of all local newspaper/media in the area. These lists can be helpful and may include the name of persons to contact or email/fax information where a press release may be sent.

Publications usually include the name of a contact and email address/fax number/address where information may be sent.

Put a meeting announcement in your local free classified newspaper(s). Ask for it to be placed in the Meeting or Special Event section.

Put a meeting announcement in the local paid classified newspaper. It is usually free for non-profits.

See if your local homeowners associations and churches will put your meeting information in their newsletters / bulletins.

Communicating and Building a Relationship with the Media

News Print

Get to know the people where you are sending your media releases. Make an appointment with the person who will be receiving your information. Put a kit together that includes information about IAIP and your local association. Include a current newsletter, brochure, application, etc. Also, *reporters love food* so you might take along some cookies or invite them to lunch.

Ask them how they wish to receive your Press Releases. Fax, e-mail, email attachment or fill-in forms on the paper's Website. And, make sure to ask how many days (weeks) in advance of the event your information should be received.

Have the business editor from your local paper speak at a monthly meeting.

Call your release a "News/Media" release instead of "Press" release when dealing with media other than print.

Send your News/Press release early in the morning. Sending it in the afternoon sometimes interferes with their deadline and it might get lost.

There is no guarantee the newspaper will publish the announcement, especially with the decreased readership, but the earlier you get your release to the media the better the chance they'll have room for it in the next edition or newscast.

Send a thank you fax / e-mail after they have put your meeting info in the newspaper.

Radio

Check with your local radio station to see if they need filler and will mention your meetings, events, etc. If so, find out the length of the announcement. After you have written the announcement, time yourself (and others) saying it to make sure you haven't gone over their time limit. Get to know what they want.

Do you have a local station with a computer call-in show? If not, offer to start one once or twice a month (or weekly).

Do you have a larger market computer call-in show? If so, have your members call in with questions – always mentioning they are a member of your association.

TV Station(s)

Check with your local cable provider or public library. Cable companies are required to have local public access programs and some libraries provide a "city station."

Got talent? Have a few people in your group videotape a commercial to air on the local public access station.

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See if the local TV stations have a scrolling list of meetings they run at the end of news programming. If so, get your association on that list.

Public television will do fundraisers. Volunteer your association members to answer phones and take pledges. Have some brightly colored T-Shirts with IAIP, across the front, so it shows when the cameras “pan” on the people answering the phones.

City Website

Check to see if your city has a website where they list community organizations and a meeting page. If so, make sure your meetings are listed. When new meetings are listed on my city’s website, an e-mail is sent out (about twice a month) to those people who subscribe to that service.

Community Websites

Search by your city’s name to see if there are any ‘commercial’ websites specifically for your city. If so, check to see if they list non-profit organizations free. They usually have a listing of organizations where you can list your association’s name, website address, meeting day, etc.

Schools

Do the high schools in your area have career days? Have your members get on the program and speak to the students about an insurance career. Are there colleges in your state that have Risk Management programs available? Ask for some literature and pass that out to the students to give them information about those programs that are available.

Organizations

Contact the Rotary, Kiwanis, etc. to see if you can give a short presentation about your association. Again, provide packets of info for attendees. Many companies (including insurance and risk management companies, insurance agencies, service industries such as glass, restoration, and others) have representatives that belong to these organizations – this is a great way to bring attention to IAIP and your local association. These same companies may be interested in expanding sponsorship to IAIP and your local association.

Community Outreach (not a regular meeting)

Sponsor a meeting for all local agencies and like-minded companies and have someone from the local police department talking about identify theft, computer security, etc. Always have a membership table with group hand-outs for each attendee. Have the table right by the door.

Does your community have a Business Expo? Ask if they have an area for non-profits where you don’t need to pay for the booth. Ask if members can put on a free insurance-

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related mini-seminar (cybercrime, personal auto, homeowners). Publicize that your association will be at the event and will be conducting the seminar.

Have someone from your local glass or restoration company speak at a monthly meeting. If they get to know you they will recommend your association to agency personnel who are not members. If they have a good time, they may ask to come back about every quarter and volunteer raffle prizes (even when they are not at the meeting.)

Ask all of your agencies and companies if you can display your brochures at their location. To spread the work around, have one person responsible for each area or type of business. Be sure to include those companies that now qualify for membership. Cultivate them so they can possibly sponsor a program for your association.

Place your brochures in all of your libraries, senior centers, retirement homes, etc. You never know who has a daughter/niece/nephew who works in an insurance related field.

Formatting a Press Release/Media Release/Brochure

There is a fairly standard format for creating press releases. It will help your credibility and chances of being published if you present your material this way. Each press release should include the following:

FOR IMMEDIATE RELEASE:	These words should appear at the top left of the page, in upper case. If you don't want the story to be made public yet, write "HOLD FOR RELEASE UNTIL" instead. Use our logo.
Headline	Just like a headline in a newspaper. Make sure this describes the content of the story.
City, State/Country - Month Day, Year	These details precede the story and orient the reader.
Body	This is where the actual story goes. Remember WHO, WHAT, WHEN, WHERE, WHY, HOW. There should be more than one paragraph, each paragraph no more than a few sentences. If there is more than one page, write "-more-" at the bottom of the page.
Company/organization info	Include any background information about IAIP in this press release.
Contact Information	Include contact person, phone/fax, email, physical/postal address.
ENDS or ###	This indicates the end of the press release.
(xxx words)	If you like you could include the total number of words contained in the press release.

Remember.....

- **DOUBLE AND TRIPLE CHECK your source and information**
- **ALWAYS use your grammar and spell check**
- **ALWAYS use the IAIP logo for easy recognition on all printed materials.**

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- Understand journalistic “lingo”; always include a contact name/phone number – you never know when your release may result in a “story.”
- CREATE business cards for association officers
- Do NOT include time-sensitive information to avoid obsolescence

- INCLUDE a photo with your release whenever possible – put a FACE on the award, FACES on donations and volunteer work
- INCLUDE a quote in your release if you have one

Example:

“My membership in IAIP has helped me succeed in my career at American Patriot,” commented Good, “I encourage anyone involved in the insurance and risk management business to attend our local meetings and learn more about what this professional association can do for their business and career!”

SECTION 4
ASSOCIATION MEETINGS

PROGRAM AND RESERVATIONS COMMITTEE

The members of this committee are

- A chairperson (appointed by the President of the association)
- As many members as are necessary to accomplish the goals of the association

If the local association is quite large, a separate subcommittee may be necessary to handle meeting reservations.

The primary responsibility of this committee is to develop a program for each regular monthly meeting. This might include locating a speaker for the program or coordinating with the association's Education Committee if an IAIP program or class will be presented at the meeting. The quality of the programs must remain high to offer members the kind of information that they need professionally. The primary topics of guest speakers should be insurance or insurance and risk management-related topics as they apply to

- Insurance education
- Professional skills development
- Leadership development
- Industry and/or Legislative topics regarding the industry
- Technology

This committee is also responsible for the following:

- Reserving a suitable location for the meeting
- Selecting the menu if a meal is to be provided at the meeting and calculating the cost of the meal per attendee
- Working with the Public Relations Committee to publicize the meeting
- Ensuring the necessary audiovisual equipment and lighting are available
- Taking reservations for the meeting
- Enforcing any cutoff times stipulated in the standing rules
- Coordinating with other local committee to ensure the continued high quality and applicability of the programs
- Work with the Membership Development Committee to ensure that guests at each meeting are provided with information regarding IAIP membership and the benefits of belonging to IAIP.

MISCELLANEOUS RESPONSIBILITIES

The following may be the responsibility of the Program and Reservations Committee:

Speakers

The following are the responsibilities of this committee relating to speakers for the meetings:

- Advise the speaker of the demographics of the association in terms of job position, employer, etc. so the speaker can tailor remarks to the level and mix of the audience
- Obtain biographical information about the speaker to use for a proper introduction
- Confirm with the speaker one week before and again the day before the meeting

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Facilities

The following are the responsibilities of this committee relating to facilities for the meetings:

- Reconfirm the following information with the site manager the day before the meeting
 - the expected number of attendees
 - the audio visual equipment that the facility is providing
- Prepare and maintain a list of all appropriate meeting facilities

OTHER MISCELLANEOUS RESPONSIBILITIES

The following are other miscellaneous responsibilities of the Monthly Program and Reservation Committee:

- Prepare and Distribute a Standing Reservation Form
- Create a Standing Reservation List
- Prepare a notice for each meeting for the Public Relations Chairperson and Newsletter Chairperson, that includes the following information:
 - date, time, and location of meeting
 - speaker and speaker biography, if applicable
 - cost (if any)
 - names and telephone numbers of committee members to contact for reservations

Confirm with the president the seating arrangement for the head table and any special guests

- Prepare a Reservation List to:
 - use to confirm payment of meal costs
 - reconcile the payment of the bill for the facility
 - bill any charges for standing reservations that were not cancelled
- Submit written reports to the local president and Membership Development Chairperson as required. Submit at least the following two reports:
 - a calendar year-end report (7/1-12/31) that is submitted in mid-January
 - a fiscal year-end report that recaps 7/1-12/31 period and details the 6/30 period, and is submitted by the end of June

Transfer all files to the succeeding chairperson at the end of the term

SPEAKER RESOURCES

(IAIP recommends that each local association hold one or two education programs each year).

IAIP – I” Can Series 30 Minute Programs”
Nursing Home Administrators
Police Departments – Detective Bureau – K-9 Drug Dogs, Gang Units
Red Cross, Life Care Alliance
Seasoned Members of the Association
State Insurance Department Staff
Vendors/Sponsors – Restoration of Glass Companies, Home Alarms
Animal Rescue, Humane Society
Appraisers
Board of Health – Health Department
City or Government Officials – Courts – Legislators, Politicians
Claims Organizations
Insurance Company or Agency Staff
Financial Advisors
Fire Departments – EMT’s
Food Banks, Meals on Wheels
Home Depot, Lowes
Hospitals – Visiting Nurse – Doctors
Joint Meetings with local CPCU, Agents, Claims, and Life/Health Associations
Librarians
Local Speaker Bureaus – Chamber of Commerce – Local Convention Bureau
Local Toastmaster Association
Military Group

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101+ INFORMATIONAL AND FABULOUS MEETING TOPICS

INSURANCE / COVERAGE TOPICS

Avoiding Errors & Omissions	Jewelry Coverage
Business Interruption Insurance	Life Insurance basics
Current Insurance Issues of Industry Topics	Limited Medical Plans
Department of Insurance Updates	Long Term Care Insurance
Excess & Surplus Lines	Loss Control
Green Building Insurance	Medicare/Medicaid
Healthcare Reform	OSHA Requirements
How to Schedule your Valuables	Pensions/Annuities
Insurance Fraud	Pet Insurance
Identity Theft/Medical Identity Theft	Reinsurance
Insurance Company Investment Strategies	Uninsured/Underinsured Auto
Insurance Legislation Issues	Viaticals (Life Insurance)
Insuring Baby-Boomers	Workers Compensation Intro

PERSONAL / CAREER DEVELOPMENT

Accepting Change	Higher Education in a Tight Market
Career Coach	Improving Communication Skills
Cracking the Glass Ceiling	Job Recruiter
Creating a Will	Living Wills
Customer Service in the New Millennium	Making Effective Presentations
Dress for Success in the New Millennium	Mentoring
Education Funding (Scholarships for Adult Professionals	Nutrition – Proper Eating Habits
Educational Opportunities Available through IAIP	Professional Makeover
Exercises You Can Do at your Desk	Restoration – What is Involved?
Financial Planning	Resume Writing
Self-Defense	Time Management

SAFETY / HEALTH

Acupuncture	Cancer, (breast/ovarian/prostate)
Holistic Medicine	Caregiver Issues
Alternative Medicine	Cell Phone Safety
Blood/Organ/Tissue Donation	Conflict Management
Domestic Violence	Medication Safety
E-Sense – Keep Your Online Information Safe & Secure	Palliative Care
County 911 Coordinator – Operations	Personal Safety & Self Defense
Establishing Block Watches/Safehouses	Relaxation Techniques
Fire Department/EMT's/Rescue Methods & tools	Sleep Disorders
Handling Stress	Tornado Awareness
Health Issues	Treating Injury & Pain Through Massage
Health Savings Accounts	Understanding Toxic/Hazardous Materials
Home Safety – Installing Alarms, Deadbolts	Voluntary Benefits in Today's Market
Hospice Palliative Care	Women Heart Health – Go Red!
Injury Prevention	Workplace Health Hazards & Safety
MADD – Mothers Against Drunk Driving	Crisis Awareness Home & Office

**MEMBERSHIP DEVELOPMENT
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MISCELLANEOUS

Association Forum	Team Building (Workplace or Association)
Celebrating Member Accomplishments	Using Social Media to Promote Your Association
Creating a Web Page	Using Social Media in the Workplace
Do It Yourself Repairs	Victim Relief & Recovery efforts
Employment Law Overview (Do's & Don'ts of the Hiring Process)	Working and Interacting with Generations X, Y, and Z
Employee Assistance Programs	Ethics
Etiquette for Professionals	Funeral Preplanning
Getting to Know You!! (Networking Meeting)	How a Bill Becomes a Law
How to attain a CPIW/M or DAE	Legislative issues (State, Local)
IAIP Organizational Structure	Navigating the IAIP Website
New Member Orientation	Parliamentary Procedure
Project InVest – Teaching Our Kids About Insurance	Putting Together Your IAIP Résumé
Reason for Attending State, Regional, International Conventions, Networking Weekend	Retirement Communities – Cost Coverage
Taking the Mystery of Bylaws	

SECTION 5
MEMBER RECOGNITION

THERE'S NOTHING BETTER THAN A PAT ON THE BACK

For associations that want to attract, retain and engage their members for better performance, they need to understand the importance of recognition and how to enable it in their association. A token or small gift may be given along with praise. This gives members something solid to show others they are considered an important part of their association. Any type of recognition will work when you put sincere meaning behind it.

Recognition Ideas

- ▲ Host a recognition meeting or dinner at which members receive small gifts (IAIP products are always a nice token of appreciation for a job well done). Key association members should attend to endorse the function. The Public Relations Chairperson and/or Committee should do a press release about the members being recognized.
- ▲ Acknowledge members' personal achievements or accomplishments, such as promotion, marriage, births, as well as accomplishments by their family members.
- ▲ Publish a newsletter that highlights both the overall association and individual member's activities.
- ▲ Nominate one of your outstanding members, if your community has a Community Service Volunteer Award.
- ▲ Send a letter of acknowledgement to employers letting them know about members' contributions to your association
- ▲ Take out an ad in the local newspaper listing all of your members and thank them for their membership (you may be able to get an industry vendor to sponsor this ad).
- ▲ Give certificates of recognition at the end of the year to association members and special awards to outstanding volunteers or long-time association members.
- ▲ Create a "Wall of Fame" on your association website or in your newsletter that includes photos of high-performing members. Establish criteria for inclusion, such as achieving an association or industry designation or going above and beyond to help another member. Members who reach membership milestones in years of service can also be recognized here.
- ▲ Give a "Stress Support Kit" to members who may be having a difficult time due to a department shortage or from working on a stressful project. Include aspirin, a funny DVD, or a stress ball. This lets members know the hardship they are enduring is recognized and their efforts in the association are appreciated.

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- ▲ Begin a “Penny for Your Thoughts” program where staff members are awarded a shiny new penny each time they come up with a helpful idea or suggestion. The dollar value of this award is small, but presentation of the penny at a meeting gives members the pat on the back they deserve in front of other members.
- ▲ The President or Membership Development Chairperson can write a short note showing appreciation for a member’s effort. This can be done on a regular basis and the note should mention specific instances where the member performed well. Hand-written notes are always better than typed notes.
- ▲ A small bouquet of flowers or a single long-stemmed rose is a popular way of recognizing an association members’ accomplishment.
- ▲ A well-used award in many organizations is the necklace, bracelet, or tie clip made from Life Savers candy, along with a hand-written note describing how the member was a real “life saver” to the association.

SECTION 5

SUMMARY

MEMBERSHIP DEVELOPMENT PUBLIC RELATIONS MANUAL

It is important to build an association where all generations are welcomed and valued. The following is a description of the past four generations:

- ▲ The Silent Generation (born 1925 – 1942) These are our older and retired members whose upbringing has given them a sense of duty and camaraderie. They are comfortable with structure and leadership based on hierarchy. They make great mediators and mentors for Generation X.
- ▲ Baby Boomers (born 1943 – 1960) Born after WWII and Korea, these individuals were generally indulged by parents and were free of financial fears. They are idealistic but have a driven work ethic. They are team oriented and like to choose leaders on a consensus basis. They are interested in legacy opportunities and mentoring Millennials.
- ▲ Generation X (born 1961 – 1981) They grew up in a consumer culture and watched their parents work long hours to pay off their homes. The world did not present them with what they initially expected so they are very skeptical. They want a balanced work-life, are unimpressed by authority and like their leader selection based on competence. They are great for challenging and difficult tasks where innovation and creativity are required. They will take risks. They engage in things which are relevant, especially if they are fun.
- ▲ Generation Y – Millennials (born after 1982) They have grown up in an era of relative prosperity, therefore they are optimistic. They are “Cyber Kids” who have energy and are team players who embrace diversity. They like leaders to be selected on a basis of achievement and have a global perspective.

The above general information may provide IAIP leaders a useful perspective on the aspirations and motivations of their members. A general lack of understanding of the differences between generations may have detrimental effects on communication and working relationships and undermine a successful association. Just as we consider the impact of ethnic and gender diversity, we also need to look at generational diversity.

The International Association of Insurance Professionals must acknowledge and balance the experience of older members, and respect the talents and contribution of young new members to experience higher retention and growth rates. Only when we, as an association, accommodate all members' desire to balance work, IAIP membership, and personal goals across all generations will we experience true association retention and growth.