

# Communicating with your Section/Division

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*Communication is important...but why??*



- It is important to communicate with members on an ongoing basis as a way to reinforce the variety of SPE benefits available as part of their membership.
- This helps a member appreciate the value of their membership.
- A member who values his/her membership is likely to remain a member.



*What do you want to tell your Members*



- There are numerous activities and benefits throughout the year to share with your members, including...
  - Recognize Milestone Events
  - Membership Reminders
    - Membership grades
    - Coming up for renewal
  - Welcome New Members
  - Golf Outing / Holiday Party
  - Technical Meeting
  - Conference / MiniTec
  - Board Elections
  - ANTEC
  - Awards / Education Night



*How do you communicate effectively?*



# Create A Communications Plan

- If you do nothing else, your plan should include
  - Reaching out to new/renewing members
  - Sharing event information
- Things to be mindful of with a communications plan
  - How to use email effectively
  - Data management
  - The importance of branding
- Take advantage of *all* your resources



# Reach Out To New/Renewing Members

*How do you know who they are??*



# Reach Out To New/Renewing Members

- Use your *Data Downloads!*
  - Membership Lists (Active, Suspended, Prospects)
  - Monthly Reports
  
- This is a password-protected site — contact your Leadership Services Liaison if you need your Section/Division's password

[www.4spe.org/communities/ld/datadownload/index.php](http://www.4spe.org/communities/ld/datadownload/index.php)



# Welcome New Members

- Introduce new members at meetings
- Announce new members in newsletter
- Create a task force to contact new Members
  - “What would you like to get out of your Membership?”
  - Talk about what SPE has to offer
- Send a welcome letter introducing your group
  - Include last issue of your Newsletter or details of upcoming event
  - Insert a “free dinner ticket” for next Section Meeting



# Connect with Renewing Members

- Thank them for continuing to invest in SPE
- Remind them what great benefits they have available
- Recognize milestone events
  - 5, 10, 15 years, etc.
  - Advancement to higher membership grade (Member, Senior Member)



# What About Those Suspended/Prospective Members?

- *Cut them off at the pass:* review active membership lists and contact members who are coming up for renewal
- *Reel them back in:* reach out to suspended members and remind them what great benefits they're missing
- *Engage your Prospects:* share information about all SPE has to offer



# Sharing Event Information

*When do you start talking about an event?*

- As far in advance as possible!!
- Use the *Rule of Four*
  - It takes at least four tries to get noticed once
- Take advantage of all marketing opportunities



# Be Mindful Of...

*Email Blasts:* Just because you send it, doesn't mean they'll read it

- What is your message?
  - The golden rule: “What’s In It For Me”
  - Every email needs a call to action
  - Know what message you’re trying to deliver
  - The right subject line is important
  
- Share your bounce-backs with SPE Headquarters
  
- Take advantage of the *News Brief Service*
  - [www.4spe.org/communities/ld/newsbriefrequest.php](http://www.4spe.org/communities/ld/newsbriefrequest.php)
  - Secondary messages are okay *when used wisely*
  - Include **upcoming events**



# Be Mindful Of...

*Email alone:* Plan for multiple delivery mechanisms

- Newsletter and local advertising
- Post card
  - Very low cost
  - Ask for post card sponsor(s)
- Fax blast
- Phone campaign - Create a phone task force
  - Divvy up your calling list
  - Ask Emeritus Members for help
- Ask companies to help publicize



# Be Mindful Of...

*Email alone:* Plan for multiple delivery mechanisms

- Share information with other industry societies
  
- Indirect Marketing
  - Ask your speaker(s) for participant suggestions
  - Include on calendar of events
  - Call for papers / Call for sponsors
  - Bring event “teasers” to other venues
  - Follow up with past attendees

➤ *Person-to-person*



# Be Mindful Of...

*Information gaps:* Manage missing email addresses & returned mail

- Use *Data Downloads!*
- Call your Members; encourage them to update their Member profile online
  - Great opportunity to talk about features of SPE website
- Forward updates to SPE Headquarters so the member's record can be changed



# Be Mindful Of...

*Branding:* You are what you look like

- Independent initiatives coming out of SPE Headquarters: Seminars, Membership, Event Management, Leadership Services, The SPE Foundation
- Independent components of SPE throughout the world: Sections, Divisions, Special Interest Groups, Student Chapters, SPE Governance
- What is a **Brand**?  
Unifying a diverse range of products under a single umbrella



# Be Mindful Of...

*Branding:* You are what you look like

- It's all about Consistency
  - In your look
  - In your messaging
  - Never forget: *Integrity in what you say*
  
- Using the SPE Logo

[www.4spe.org/communities/newsletters/logo\\_resources.php](http://www.4spe.org/communities/newsletters/logo_resources.php)



# Take Advantage of ...

## Resources from SPE Headquarters

- Newsletter Editor Resource Page
- *Leadership e-News & Membership Matters*
- *News Brief Service*
- Data Downloads
- Individual Section/Division/SIG WebPages

Leadership Services on SPE Website



# Important Communication Resources

## *Communication Planning Template*



New tool for  
Volunteer  
Leaders



What to Communicate:	Insert Here	Insert Here	Insert Here	Insert Here	Insert Here
<small>Specify (Date of year), color "Orange" if rural crossing</small>					
When to Communicate	How will you communicate?	How will you communicate?	How will you communicate?	How will you communicate?	How will you communicate?
July					
August					
September					
October	<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>It's important to have a communications plan for your Section/Division</p> </div>				
November					
December					
January					
February					
March					
April					
May					
June					

Available on the *Newsletter / Communication Tools* area of the Leadership Services webpage: [www.4spe.org/communities/ld](http://www.4spe.org/communities/ld)



What to Communicate	Welcome New Members	Thank Members for Renewing	Recognize Members	Golf Outing	Technical Meeting	Conference
Specify Date of event; enter *Monthly* if event is recurring	Monthly	Monthly	Monthly	August 12, 2005	September 7, 2005	November 17-19, 2005
When to Communicate	How will you communicate?	How will you communicate?	How will you communicate?	How will you communicate?	How will you communicate?	How will you communicate?
July	Send Welcome Letters Call New Members		Email to members eligible for higher grade	News Brief Postcard		Newsletter: Call for speakers Newsletter: Exhibitor Opportunities
August	Send Welcome Letters	Call Renewing Members		Email blast 1 week prior "last chance to register"		postcard
September	Include in Newsletter Send Welcome Letters Call New Members			Email "thank you" to participants. Include calendar of events		News Brief Newsletter Final Technical Program
October	Include in Newsletter Send Welcome Letters	Call Renewing Members			Email "thank you" to participants. Include calendar of events	News Brief Newsletter: Featured Speakers
November	Include in Newsletter Send Welcome Letters Call New Members					
December	Send Welcome Letters Call New Members	Call Re				

As this sample illustrates, your plan should answer three questions...

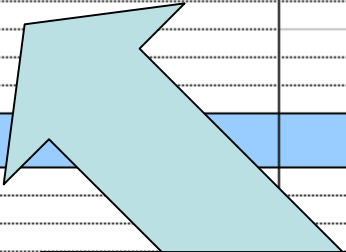
**WHAT** do you want to communicate?

**WHEN** do you want to share it?

**HOW** are you going to talk about it?



Task	[Insert Name of Project]			
	Task Details	Deadline	Key Contact	Additional Resource : Date Completed
Project Development				
Marketing/Communication				
Logistics/Administrative				



Create a project plan to account for the many small steps needed to bring a single program or event to fruition.

Available on the *Operations / General Information* area of the Leadership Services webpage: [www.4spe.org/communities/ld](http://www.4spe.org/communities/ld)



		Leadership Team				
Task	Leadership Team	Deadline	Key Contact	Resource	Date Completed	
<b>Workshop Development</b>						
1	Determine topic	<b>A Year in SPE Leadership</b> (WKSHP #1) <b>Communication with your Section/Division</b> (WKSHP #2)	2/15/06	Tricia Maria	Tabi	02/15/06
	<i>Gather information</i>	WKSHP #1: Using Leadership Checklist and other resources WKSHP #2: Internal tools, resources and knowledge	3/2/06	Maria		03/06/06
2	Write outline		3/23/06	Maria	Tabi	3/14/06 WKSHP #1 3/24/06 WKSHP #2
3	Write presentation	SAMPLE: Leadership Services created this project plan to develop the 2006 Leadership Weekend Workshops.	3/24/06	Tricia		
4	Review and revise presentation		3/23/06	Maria Tricia		
5	Send to Tabi for Review		4/3/06	Tricia Maria	Tabi	
6	Make Revisions from Tabi's Review		4/7/06	Tricia	Tabi	
7	Draw Rehearsal #1		4/10/06 4/12/06 4/14/06	Tricia Maria		<b>04/12</b> Tabi will be present at Rehearsal; <b>04/12</b> Last 30 minutes will be used to discuss logistics for meeting (copies, snacks, etc)
8	Draw Rehearsal #2		4/17/06	Tricia Maria	Tabi	
9	Draw Rehearsal #3		4/24/06	Tricia Maria	Tabi	
10	Present Workshop	WKSHP #1: Sat, 5/06 @ 3:30 - 5:00 pm WKSHP #2: Sun, 5/07 @ 3:30 - 5:00 pm		Tricia Maria	Tabi	
<b>Marketing/Communication</b>						
1	Solicit testimonials from previous workshop attendees	Email request with "respond by" date	2/9/06	Tricia		Not done this year
	<i>Identify individuals to solicit</i>					
2	Leadership eHour	March	3/8/06	Tricia		03/10/06
	<i>Write copy</i>					
3	Send email invitation		3/14/06	Tricia	Debbie	03/24/06
	<i>Use RSVP request</i>					
	Develop Content for Invitation	Include "please share with fellow interested in SPE leadership"	3/13/06	Tricia	Roger/Danny	03/24/06
	<i>Include reply by date</i>	Reply by April 24th				
4	Send information with Councilor letters		3/22	Maria	Maria	
5	Leadership eHour	April	4/6/06	Maria	Tricia	
	<i>Write copy</i>					
6	Send reminder #1		4/4/06	Maria	Tricia	No Room on the planning calendar. April Leadership eHour going out 4/14
	<i>Schedule release through a Service</i>					
	<i>Provide contact from invitation</i>					
7	Send reminder #2		4/20/06	Tricia	Deb	
	<i>Schedule release through a Service</i>					
	<i>Provide contact from invitation</i>					
8	Send confirmation	Mass confirmation with individual responses to follow on rolling basis		Tricia		
	<i>Use outreach reminder features</i>					
9	Send thank you and follow up survey	Web-based survey	5/15/06	Tricia	Deb	
<b>Logistical/Administrative</b>						
	<i>Create page similar to online presentation page, include abstract and presenters, etc. who should attend, etc</i>		3/14/06	Tricia	Debra	03/27/06
1	Reserve presentation rooms	WKSHP #1: North Carolina Room Sat, 5/06 @ 11:00 - 12:30 pm WKSHP #2: Mocklenburg Room Sun, 5/07 @ 3:30 - 5:00 pm	2/15/06	Maria Tricia	Lorley	02/15/06
2	Reserve email blasts					
3	Part presentation to training section					
4	Develop online page for distribution ANTEC					

**Plan Ahead! Start with the date of your event and plan for the tasks necessary to get you from A to B**



# Plan For Success

- As a team, create a project plan to account for the many small steps needed to bring a single program or event to fruition
  - Start with the date of your event and plan for the tasks necessary to get you from A to B
  - Share responsibilities among team members and include additional resources where needed – solicit help from outside your leadership
- Transfer communication information to your Communication Planning Template
  - Share responsibilities among team members and include additional resources where needed – solicit help from outside your leadership



# No Heroes, Please!

## *No one can do it alone*

- Share information!!
  - With topically-related Divisions and Special Interest Groups
  - With neighboring Sections and Student Chapters
  - With SPE Headquarters
  
- Use services at SPE Headquarters



**psssst... Pass It On!**

share  
this workshop  
with your  
**FELLOW LEADERS**



# Questions?

# Comments?



*Thank You!*

