



IEEE Membership Development Manual

2010
September

The collage features several promotional materials for IEEE membership:

- Top Left Brochure:** Titled "Engineering a Brighter Future with IEEE" with the tagline "IEEE Membership: Join the innovators of tomorrow". It shows a group of diverse professionals in a meeting.
- Top Right Poster:** Titled "Accelerate your plans with IEEE." It features a man in a white shirt standing in front of a whiteboard filled with mathematical equations and diagrams.
- Middle Left Poster:** Titled "Accelerate your plans with IEEE." It shows a woman in a white lab coat sitting at a desk with a laptop.
- Middle Right Poster:** Titled "Accelerate your plans with IEEE." It features a woman in a white lab coat sitting at a desk with a laptop.
- Bottom Left Poster:** Titled "Accelerate your plans with IEEE." It features a woman in a white lab coat sitting at a desk with a laptop.
- Bottom Center Poster:** Titled "Build a better tomorrow with IEEE." It shows two men in hard hats shaking hands in a field with wind turbines in the background.
- Bottom Right Poster:** Titled "Build a better tomorrow with IEEE." It features a woman in a white lab coat sitting at a desk with a laptop.

Each material includes the IEEE logo and the website www.ieee.org/join.

This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials.

Forward questions and suggestions to:
grow-membership@ieee.org



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Quick Introduction

Getting Started Checklist

To jump-start your familiarity with IEEE membership development, here is a quick checklist that will help introduce you to IEEE's membership development program and to your team.

TASK	COMPLETED
<p>Get to know your resources within IEEE: myIEEE tool for members www.ieee.org/myieee SAMIEEE Tool www.ieee.org/samieee MD Resources www.ieee.org/md IEEE Contact Center www.ieee.org/contactcenter Section/Chapter Support www.ieee.org/societies_communities/geo_activities/unit_operations.html Senior Member Program www.ieee.org/about/volunteers/senior_member.html Conference Member Recruitment www.ieee.org/about/volunteers/cmr.html eNotice Service www.ieee.org/organizations/vols/e-notice/</p>	
<p>Read this manual.</p>	
<p>Insure that you are registered to receive the monthly Membership Development report and announcement for the monthly MD Webcast.</p> <p>Send an email to listserv@listserv.ieee.org, leave the subject line blank and type "subscribe MD-ALERT-ALL" in the body of the message (without the quotes).</p>	
<p>Know the benefits of IEEE membership. www.ieee.org/benefits</p>	
<p>Identify fellow members as potential Volunteer officers for membership development within your IEEE Region, Section and/or Society. Get their contact information, and introduce yourself.</p>	
<p>Visit and review the resources located on the IEE membership development web site www.ieee.or/md. While there, join the Membership Development virtual community.</p>	
<p>Acquire the most recent membership statistics within your Region/Section/Society. Review membership trends within your Region/Section/Society and subunits: https://analytics.ieee.org/analytics/saw.dll?dashboard.</p> <p>Data is accessible based on your volunteer position. Example: The Section MD Chair can access their section membership only. A Society MD Chair can access their society membership only.</p>	
<p>Develop personal goals related to growing membership within your Region / Section / Society.</p>	



MD Volunteer Mobilization Platform

The MD Volunteer Mobilization Platform offers a gateway to the resources & tools, peer-to-peer collaboration, as well as reports & analyses available to membership development volunteers. Whether your focus is on recruiting new members at meetings or conferences, retaining members or working to recover IEEE members, information and tools are ready to help you.



Resources & Tools- MD home page contains links to many resources (SAMIEEE, Print-on-Demand documents, Presentations to make your own, Member-Get-A Member program and the MD Kit On-demand order form. All located on www.ieee.org/md. The MD email list “md-alert-all” provides announcements of the monthly MD webcast and the Monthly MD Report as well as general MD information.

The IEEE Brand Identity Toolkit explains the basic usage rules for all corporate identity elements and how to utilize them for your communication pieces. The link www.ieee.org/about/toolkit/index.html will provide you access to IEEE volunteer business cards, letterhead, PowerPoint presentations, and word templates for flyers and handouts.

Peer-to-Peer Collaboration – MD officers and volunteers have the opportunity to share information and plans with their volunteer colleagues in two venues. The monthly MD Webcast provides the monthly IEEE statistics, as well as presentations from volunteers and staff on topics related to membership development, recruitment, retention, recovery, strategy and updates on IEEE services, products and benefits.



The MD Online Community enables collaboration, communication, the sharing of practices, sharing of information, as well as posting of the recorded Monthly MD Webcast and documents.

Reports & Analysis - The Monthly MD Report provides the latest statistical ‘pulse’ of global membership, membership trends and MD Calendar guidance, along with MD-related announcements and activities. Regional MD Monthly Reports provide an in-depth view of MD activities within a Region, including Section data. Regional reports are sent out by the Region 1-10 MD Chairs. Also available is a Society MD Report template for input of membership statistics and general/specific society information and activities.

Geographic IEEE Membership Summary - March 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	2010	2009	Change	2010	2009	Change	2010	2009	Change	2010	2009	Change
1	28,411	29,000	(589) -2.0%	2,033	1,704	329 19.3%	2,001	1,719	282 16.4%	32,445	32,423	22 0.1%
2	24,884	25,033	(149) -0.7%	1,958	1,627	331 20.3%	2,086	1,821	265 14.6%	28,908	28,491	427 1.5%
3	21,837	21,994	(157) -0.3%	2,244	2,145	99 4.6%	2,699	2,594	105 4.1%	27,080	26,643	437 1.6%
4	18,610	18,777	(167) -0.9%	1,520	1,625	(105) -6.5%	2,131	1,969	162 8.2%	20,861	20,271	590 2.9%
5	21,530	21,628	(98) -0.4%	1,963	1,538	425 27.6%	2,324	2,016	308 15.3%	25,817	25,100	717 2.8%
6	43,971	44,734	(763) -1.7%	3,232	2,840	392 13.8%	3,212	2,810	402 14.3%	50,415	50,304	111 0.2%
R 1-6	157,223	159,074	(1,851) -1.2%	13,850	11,479	2,371 18.9%	14,493	12,829	1,624 12.7%	185,326	183,382	1,944 1.1%
7	11,073	10,997	76 0.7%	1,968	1,750	218 12.5%	1,808	1,505	303 20.1%	14,847	14,252	595 4.2%
8	41,489	40,070	1,429 3.6%	10,248	9,114	1,134 12.4%	7,758	7,758	(0) 0.0%	59,503	56,942	2,561 4.5%
9	5,802	5,285	517 9.8%	1,282	1,050	232 22.1%	3,718	3,569	147 4.1%	10,600	9,904	696 7.0%
10	37,573	35,575	1,998 5.6%	9,184	7,967	1,217 15.3%	19,404	17,477	1,927 11.0%	66,161	61,019	5,142 8.4%
R 7-10	95,747	91,927	3,820 4.2%	22,682	19,681	2,991 15.1%	32,482	30,309	2,173 7.2%	150,911	142,117	8,794 6.2%
% R1-6	62%	63%		39%	37%		31%	30%		55%	56%	
% R7-10	38%	37%		62%	63%		69%	70%		45%	44%	



Calendar Year – IEEE Membership Development

Membership development is a function of recruiting new members as well as retaining existing members. As a membership development officer, IEEE will support you with both activities. The calendar below outlines the significant programs and processes that IEEE headquarters facilitates during the year.

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<u>JAN</u>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Overdue Notification – HQ mails print notification to non-renewed members informing them their IEEE membership is overdue.</p> <p>Local MD officers</p> <p>- create pre-termination report</p> <p>-check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) from time to time and contact these members asking them to renew before going into Arrears.</p>	
<u>FEB</u>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at all section meetings and local events.</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Termination Warning – Beginning of February – HQ mails non-renewed members reminder to renew their membership prior to month’s end to avoid termination.</p> <p>Local MD officers</p> <p>-check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) from time to time and contact these members asking them to renew before going into Arrears.</p> <p>Membership Terminates – End of February - Annual refresh of the IEEE membership database to determine which members have allowed their membership to go into arrears.</p>	<p>Section MD Officer - Real-time status of past-due members available in SAMIEEE to all Regional, Section, & Society MD officers. Develop communications plan for local outreach to members who go into Arrears in March.</p>
<u>MAR</u>	<p>Make recovery-related activities your 1st priority & focus.</p> <p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 10 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p>	<p>New Members. Each month newly joined higher-grade members are invited to new member orientation online. Basic member benefits and services are reviewed, how to set up, and located. Visit www.ieee.org/start</p> <p>New member join data in pre-defined queries can be pulled from SAMIEEE located in SAMIEEE, under the “MD Folder”.</p>	<p>Arrears Recovery / HQ</p> <p>-US and Canada only. Recovery outreach begins for those members whose membership has elapsed.</p> <p>-E-mail message to recover arrears members in all regions</p> <p>-Region and Section recovery efforts should also commence.</p> <p>Section MD Officer: Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section & Society MD officers. Local outreach to members who went into Arrears.</p>



<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<u>APR</u>	<p>Make recovery-related activities your 1st priority & focus.</p> <p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 9 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Organize Membership Recruitment at Universities and Companies. Disseminate membership materials at all section meetings and local events.</p>		<p>Section MD Officer - Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who went into Arrears.</p> <p>Arrears Recovery / HQ – IEEE Outreach continues</p>
<u>MAY</u>	<p>Focus should be on recruitment programs and activities.</p> <p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 8 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Student Graduation Notice – IEEE e-mails to graduating, student members reminder to update their mailing address information. Actually conducted several times throughout the year.</p>	<p>Arrears Recovery / HQ – IEEE Outreach continues</p> <p>Section MD Officer - Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who went into Arrears.</p> <p>Begin shifting focus to recruitment programs and activities.</p>
<u>JUN</u>	<p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 7 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>First elevation of students with indicated graduation date between January to June. Process takes place at end of June. Opportunity to touch those graduating students within section.</p>	<p>Arrears Recovery / HQ – IEEE Outreach concludes at end of month.</p> <p>Section MD Officer - Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who go into Arrears.</p> <p>Begin shifting focus to recruitment programs and activities.</p>
<u>JUL</u>	<p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 6 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>		



MONTH	RECRUITMENT	RETENTION	RECOVERY
<u>AUG</u>	<p>Upgrade Recruitment Materials – HQ sends work to printer.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>August 15th – end of half-year dues period.</p>	<p>Contest: Senior Member Upgrade – Begin a contest for nominating individuals to Senior Member grade.</p> <p>Second elevation of students with indicated graduation date between July to December. Process takes place at end of August. Students elevated for renewal, grade changed at end of month the indicated graduation date occurs. Opportunity to touch those graduating students within section.</p>	
<u>SEP</u>	<p>Recruitment Kick-Off – HQ ships membership recruitment kits to Region, Section MD Chairs & Student Branch Counselors containing upgraded brochures (pricing, design) for new membership year.</p> <p>New members begin receiving acknowledgement pack/ welcome kit for subsequent year.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>New Membership Year Begins – IEEE HQ activates online renewal form for subsequent membership year.</p> <p>Student Competitions Registration opens for IEEEExtreme, 24 hour online programming challenge for IEEE Student members.</p> <p>Registration opens for IEEE Presidents' Change the World Competition for IEEE Student members.</p>	<p>Extended Arrears Recovery – IEEE HQ coordinates recovery of memberships, 18 months elapsed. Asked to reinstate for the following year.</p>
<u>OCT</u>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Membership Renewal – 1st Notice – IEEE HQ sends e-mail renewal reminder, with incentive to renew online before 15 November.</p> <p>Local MD Officers -check the lists of 2010 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members</p>	
<u>NOV</u>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Membership Renewal – 2nd Notice – IEEE HQ sends e-mail renewal reminder to non-renewed, members, with incentive to renew online before 15 November.</p> <p>Local MD Officers -check the lists of 2010 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members</p>	<p>Extended Arrears Recovery – IEEE HQ coordinates recovery of memberships, 18 months elapsed. Asked to reinstate for the following year.</p>



<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<p><u>DEC</u></p> <p>Begin building your MD team for the next year – identify volunteers.</p>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Membership Renewal – 3rd Notice – IEEE HQ mails print invoice and annual benefits update to non-renewed, members. Local MD officers to receive pre-termination report</p> <p>Local MD Officers -check the lists of 2010 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members</p> <p>Student Graduation Notice – IEEE HQ e-mails to graduating, student members reminder to update their mailing address information.</p>	<p>Local Renewal Outreach – Augment HQ efforts in a preemptive attempt to reduce members in arrears.</p>



Monthly Checklist – Membership Development Officers

With your knowledge of the IEEE membership development calendar, you can begin planning and synchronizing membership development activities regionally and locally. The checklist below will help you optimize your efforts by taking advantage of large-scale, IEEE membership development initiatives.

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RESOURCES</u>
<p>JAN <i>Quarterly Conference Call</i> Region and Section MD officers meet/greet. Set annual goals. Review Region and Section membership metrics. Review retention data from IEEE HQ; Plan local arrears recovery effort; Organize dissemination of recruitment kits.</p>		<p> Region MD Officer – Planning for local Pre-Arrears retention efforts. Consider an outreach prior to 1 March, when non-paying members go into arrears.</p> <p>Local MD Officers -check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) from time to time and contact these members asking them to renew before going into Arrears.</p> <p>Send Welcome Note Cards to new Members.</p>	<ul style="list-style-type: none"> - IEEE Membership Recruitment Kit - Create list of non-renewed members - MD Manual with correspondence templates to MD volunteers - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<p>FEB</p>	<p>Section MD Officer – Disseminate membership materials at all section meetings and local events.</p>	<p>Section MD Officer – Planning for local arrears recovery efforts.</p> <p>Local MD Officers -check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) from time to time and contact these members asking them to renew before going into Arrears.</p> <p>Send Welcome Note Cards to new Members.</p>	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Correspondence templates to MD volunteers - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<p>MAR</p>	<p> <i>Individuals who join IEEE in March get 10-months of membership for the price of 6. Incorporate message into outreach.</i></p> <p>Region MD Officer – Planning for student member elevation outreach.</p> <p>Section MD Officer – Disseminate membership materials at all section meetings and local events.</p> <p>Promote half year membership option.</p>	<p>Section MD Officer – -check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) and execute local arrears recovery efforts.</p> <p>Send Welcome Note Cards to new Members.</p>	<ul style="list-style-type: none"> - Create list of lapsed members - Benefits Brochure - MD Manual: responding to objections & Benefits at a Glance - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report



<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RESOURCES</u>
<u>APR</u> Quarterly Conference Call Review Region and Section membership metrics. Review arrears recovery results. Plan for local, student membership elevation campaigns.	 <i>Individuals who join IEEE in April get 9- months of membership for the price of 6. Incorporate message into outreach.</i> Region MD Officer – Disseminate membership materials at all regional events and conferences. Section MD Officer – Disseminate membership materials at all section meetings and local events. Promote half year membership option	Section MD Officer – -check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) and execute local arrears recovery efforts. Send Welcome Note Cards to new Members.	<ul style="list-style-type: none"> - Use SAMIEE query for list of elapsed members - IEEE MD Manual - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<u>MAY</u>	 <i>Individuals who join IEEE in May get 8 months of membership for the price of 6. Incorporate message into outreach.</i> Region MD Officer – Disseminate membership materials at all regional events and conferences. Section MD Officer – Disseminate membership materials at all section meetings and local events.	Section MD Officer – -check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) and execute local arrears recovery efforts. Send Welcome Note Cards to new Members.	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<u>JUN</u>	Region MD Officer – Disseminate membership materials at all regional events and conferences. Begin circulating excess inventory of membership materials. Section MD Officer – Disseminate membership materials at all section meetings and local events. Begin circulating excess inventory of membership materials. Promote half year membership option	Section MD Officer – -check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) and execute local arrears recovery efforts. Send Welcome Note Cards to new Members.	<ul style="list-style-type: none"> - Use SAMIEE query for list of elapsed members - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<u>JUL</u> Quarterly Conference Call Review Region and Section membership metrics. Preview of marketing upgrades and membership pricing.	Region MD Officer – Disseminate membership materials at all regional events and conferences. Circulate excess inventory of membership materials. Section MD Officer – Disseminate membership materials at all section meetings and local events. Circulate excess inventory of membership materials.	Section MD Officer – -check the lists of 2010 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) and execute local arrears recovery efforts. Send Welcome Note Cards to new Members.	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<u>AUG</u>	Region MD Officer – Disseminate membership materials at all regional events and conferences. Discard excess inventory of membership materials, prepare for delivery of upgraded materials. Section MD Officer – Disseminate membership materials at all section meetings and local events. Prepare for delivery of upgraded materials.	 Contest: Senior Member Upgrade – Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade.	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Senior member elevation packages - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report



<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RESOURCES</u>
<u>SEP</u>	<p>💡 <i>Individuals who join IEEE in September get 16-months of membership for the price of 12. Incorporate message into outreach.</i></p> <p>Region MD Officer – Discard outdated membership materials. Take delivery of membership recruitment kit – disseminate at Region events and conferences.</p> <p>Section Chair/MD Officer – Discard outdated membership materials. Take delivery of membership recruitment kits containing upgraded materials – disseminate at local meetings and events.</p> <p>💡 Student Competitions Registration opens for IEEEExtreme, 24 hour online programming challenge for IEEE Student members.</p> <p>Registration opens for Presidents' Change the World Competition for IEEE Student members.</p>	<p>💡 Contest: Senior Member Upgrade – Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade.</p> <p>Send Welcome Note Cards to new Members recently joined.</p> <p>💡 Student Competitions Registration opens for IEEEExtreme, 24 hour online programming challenge for IEEE Student members.</p> <p>Registration opens for Presidents' Change the World Competition for IEEE Student members.</p>	<ul style="list-style-type: none"> - IEEE Membership Recruitment Kit - Senior member elevation packages - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<u>OCT</u> Quarterly Conference Call Review Region and Section membership metrics. Plan for local, student membership elevation campaigns.	<p>💡 <i>Individuals who join IEEE in October get 15-months of membership for the price of 12. Incorporate message into outreach.</i></p> <p>Region MD Officer – Planning for student member elevation outreach.</p> <p>Section Chair/MD Officer – Disseminate membership materials at all section meetings and local events.</p>	<p>Local MD officers -check the lists of 2010 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew</p> <p>Send Welcome Note Cards to new Members.</p>	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<u>NOV</u>	<p>💡 <i>Individuals who join IEEE in November get 14-months of membership for the price of 12. Incorporate message into outreach.</i></p> <p>Region MD Officer – Disseminate membership materials at all regional events and conferences.</p> <p>Section Chair/MD Officer – Disseminate membership materials at all section meetings and local events.</p>	<p>Local MD officers -check the lists of 2010 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew</p> <p>Send Welcome Note Cards to new Members.</p>	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report
<u>DEC</u>	<p>Region MD Officer – Disseminate membership materials at all regional events and conferences.</p> <p>Section Chair/MD Officer – Disseminate membership materials at all section meetings and local events.</p>	<p>Local MD officers -check the lists of 2010 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew</p> <p>Send Welcome Note Cards to new Members.</p>	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Monthly MD webcast/conference call - MD Online Community - Monthly MD Regional Report



Strategy and Planning

IEEE's strategic and long-range plan is grounded in core values, describes a desired vision, and what will be essential to achieving this vision. IEEE's commitments are articulated in goals that declare the outcomes the organization intends to achieve. Underlying this plan is the adoption of an ongoing process of planning and thinking strategically, designed to ensure relevance of direction and action over time. The IEEE Strategy and Plan are developed by IEEE volunteers on various committees. These documents are located on the IEEE web at www.ieee.org/about/corporate/strategy/index.html.

Following IEEE's strategic plan, developing a membership strategy and plan for a region, section or society benefits the organizational unit and its volunteers, officers and general members. Once Regions or Societies have begun developing their membership strategy, they should encourage their units to develop goals and action plans tied to their Region and/or Society and the IEEE goals. Utilize the MD Calendar and Monthly Checklist to review the scheduled activities to plan and allocate volunteer time to participate. Volunteer time, participation and the organization's budget should be included in the strategy development.

We have developed templates for regions and sections to use in their strategy development and plans. The template can be adapted for societies and other organizational units. Please contact Cathy Downer at c.downer@ieee.org. The following section outlines membership development guidelines with resources and tactics to assist you.

Membership Development Guidelines

1. Make sure that there is a Membership Development (MD) Officer appointed for your entity.

This is a crucial first step. This person does not have to be experienced in Membership Development per se, but they should be willing to learn and have time available to develop and implement membership goals and plans. It is also very important that the names and contact information of MD Officers are reported to IEEE at http://www.ieee.org/societies_communities/geo_activities/required_reporting/index.html.

2. Develop a Membership Plan.

An effective membership plan is driven by data, and integrates multiple membership development tactics. Be sure to familiarize yourself with these data sources and tactics.

Analytics (SAMIEEE)

Most membership development decisions have both a qualitative and quantitative component. Judgment, experience, and creativity play strong roles, as do data, models, and analysis. IEEE's membership development officers are automatically provided access to the SAMIEEE database. The data is updated two times a week and once on the weekend, pulled directly from the IEEE's membership database, reflecting the most current information. Specific data access is based on the OU and your volunteer position. Example: A Section chair will automatically have access to all Section members, while a Society President will have access to all members of that Society. <http://www.ieee.org/samieee/>

Tactic – Template for Section and Society Monthly MD Reports

A template for a Section and Society monthly MD report has been created following the style and format of the IEEE Monthly MD Report. The templates can be used by the MD officer to communicate membership stats and training information regarding programs and activities of interest. Data necessary to populate the stats area on the template can be pulled from SAMIEEE using the pre-defined Geographic or Technical queries. The templates are posted to the IEEE MD Online Community for convenient downloading and personalization.



Tactic - Member-Get-a-Member Program

The Member-Get-a-Member Program encourages members to recruit their colleagues or fellow students to become IEEE members. As a reward for their efforts, they receive credit that can be used toward the following year's IEEE dues, IEEE Society fees or the purchase of IEEE products and services. Alternatively, members can donate the value of their credit to the IEEE Foundation. www.ieee.org/mgm

Tactic - Senior Member Upgrade

IEEE membership statistics reveal that individuals who hold Senior Member grade are more likely to renew their IEEE membership. Membership Development officers should make Senior Member elevation a high priority. Sections and Societies also benefit from the program. Sections and Societies who nominate at least five successful new Senior Members will be awarded US \$10 for each Senior Member they nominate who is approved for elevation to Senior Member in a calendar year. As a result, no rebate will be awarded if it is for less than \$50. The rebate is paid out in the following calendar year.

New Senior Members receive an engraved, wood and bronze plaque to proudly display, along with:

- Voucher (up to US\$25 value) which can be used when joining one new Society
- Letter of commendation to his/her employer on the achievement of Senior Member grade (upon the request of the newly elected Senior Member)
- Announcement of elevation in Section/Society and/or local newsletters, newspapers and notices
- Eligibility to hold executive IEEE volunteer positions
- More information at http://www.ieee.org/membership_services/membership/senior/index.html

Tactic – Hold Joint Section, Affinity Group or Chapter Meetings with Local Student Branch

Bring food and give the students a chance to meet professional IEEE members, ask questions about engineering careers and start building their networks before graduation.

Tactic - IEEE STEP (Student Transition & Elevation Partnership)

This program provides a standardized yet localized program for facilitating the transition from student member to young professional, by introducing the opportunities and benefits of IEEE membership during the onset of a career. By identifying recent IEEE Student members who have graduated with an undergraduate or graduate degree, you can help retain members by capturing any change of address, email or other contact information. Funding is available – help collaboration with IEEE GOLD Affinity Group and Section leadership to organize a STEP event. All details and program guidelines are provided in the STEP Manual and on the web: www.ieee.org/gold.

Tactic - IEEE Conferences Member Recruitment program

The program runs from 1 September through 15 August and its goal is to recruit new IEEE members at conferences. As an incentive to join IEEE, each new full-dues paying higher grade IEEE membership applicant is given a free membership to one of IEEE's 38 technical societies. This is in addition to the normal discount that IEEE members receive on the conference registration fee. Membership Development at conferences is also discussed later in this manual www.ieee.org/cmr.

Tactic - Membership Development at Conferences

Conferences, seminars, and technical meetings that are sponsored or co-sponsored by IEEE offer great opportunities to recruit new IEEE and Society members. This activity should be performed jointly by the local Section and Regional MD Officers, the Region Conference Coordination Committee, the Chair (or an appointed



member) of the Conference Organization Committee and the IEEE Staff. The local Section and Region MD Officers in cooperation with the Region Conference Coordination Committee should identify IEEE sponsored and co-sponsored conferences in countries covered by the local Section and the Region.

Professionals who attend them are willing to invest their time and money to learn about the latest developments in their fields of interest. These professionals are well aware of the need to stay informed. They make ideal candidates for recruitment to IEEE and its Societies. So, how do you recruit them?

Every IEEE Conference should plan on having a membership development desk attended by member volunteers. The MD officer for the sponsoring Society should contact their conference chairs well in advance to assure that a skirted table and display space is made available for a membership desk.

If possible, try and request exhibit space in the registration area, which is usually a high traffic area well suited for the MD desk location. Also, locate and reserve the Society's Banner for the conference MD desk use.

MD Desk Suggestions:

- An MD Desk or Booth should be operated near the Conference Registration Desk as an IEEE Information Center.
- The MD Desk should be equipped with IEEE banners and flags, promotional material including application brochures, IEEE magazines and giveaways (pencils, candies).
- The local Section or Region MD Officer with the Conference organizers should arrange that the MD promotional material from Piscataway be requested and received on time.
- In cooperation with the Registration Desk there should be a possibility to join IEEE online. Conference participants joining IEEE at the Conference should pay the reduced fee for members.
- The Desk should be attended by IEEE volunteers familiar with IEEE advantages and activities. The local Section and its MD Officer together with the Conference organizers should look for volunteers. Student members are often interested to staff desks.

Don't forget to make use of the Conference Member Recruitment (CMR) program, which offers a free IEEE Society membership to **new** IEEE member applicants who join at a conference. An online form is used to obtain information and from this data, a campaign code is initiated to identify each application from the society conference. See <http://www.ieee.org/cmr>

3. Establish realistic membership goals.

Your Region or Society may set membership goals in their strategic plan for the overall entity, and then set subunit goals with your input. Whether the goal is to increase membership retention by 3% or grow membership recruitment by 5%, an effective membership development plan needs to have quantifiable metrics.

4. The MD officer cannot do all the MD work that will be needed.

Invite life members, students, GOLD Affinity Group members and others with some available time to help share the work. The tasks, no matter how trivial, can yield profound results. Something as simple as designating an individual the "brochure person," responsible for bringing membership applications to every Section or Chapter event, will ensure a membership recruitment presence for non-members in attendance. Designating an individual as a "greeter" at an event will establish a welcoming environment.



5. Promote IEEE Membership.

Display member benefits on all IEEE Entity Web pages, and provide a link to the online membership application. Have a staffed membership table with applications and related MD materials at all Section, Student Branch and Chapter meetings. Recognize those local companies who support IEEE activities and membership.

Membership Promotional Supplies – Visit the IEEE Merchandise Collection offered through Staples Promotional Products, www.ieee.org/merchandise to purchase IEEE branded promotional apparel, gifts and specialty items. IEEE membership brochures and other promotional supplies are available for free to membership development officers and their respective organizational units, e.g., Sections, Societies. These supplies can be ordered online from the MD home page at <http://www.ieee.org/md>.

6. Communicate Value and Benefits.

Communicate the benefits and services offered by IEEE at all meetings and activities. Before you can communicate the value of IEEE membership, you need to first know the benefits of membership. A list of IEEE member benefits can be found in this manual, and are also available at: www.ieee.org/benefits.

7. Reward your MD volunteers.

Acknowledge and showcase the volunteers who advance your membership development plan. Present them with certificates of accomplishment, buy them dinner, and/or submit their names to IEEE for recognition in the monthly, membership development progress report.

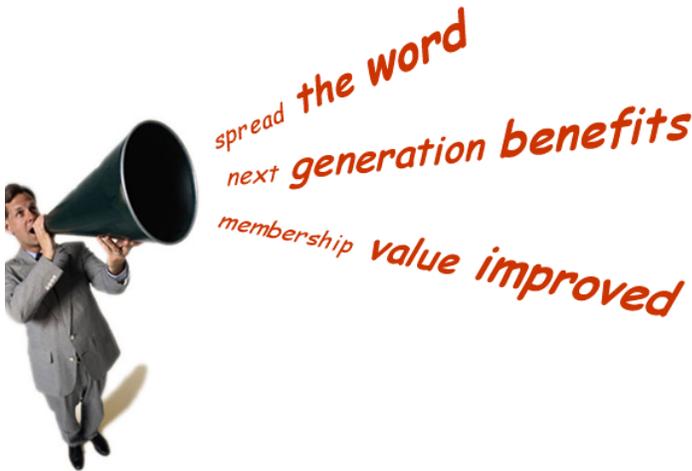


Working the Position of MD Chair

Summary of Duties and Responsibilities

Membership development is a vital function of IEEE. Members are important because their involvement helps to underwrite student memberships and the educational programs, thus facilitating the growth and knowledge among the technical professions. Your role as a Volunteer and Membership Development Officer includes:

- Receiving mailings of membership materials from IEEE Operations Center.
- Developing a local Membership Development plan and/or plan of Membership Development activities.
- Monitoring a current record of membership.
- Working with other volunteer leaders to develop, execute and monitor plans and goals for membership growth, retention, and recovery.
- Analyzing membership information and trends to identify membership problems and opportunities.
- Ensure adequate supplies of membership development materials are available for distribution at appropriate venues within your entity (chapter meetings, conferences, job fairs, etc).
- Communicating regularly with the Regional or Society Membership Development Officer.
- Providing quarterly membership status report with recommendations to Regional or Society Membership Development Officer.
- Coordinating membership exhibits for local meetings and conferences, soliciting materials for exhibits, identifying volunteers to staff booth.
- Optimizing local recruitment efforts by ensuring that Membership Development activities parallel headquarters' programs and processes.
- Cultivation of prospect lists for membership.

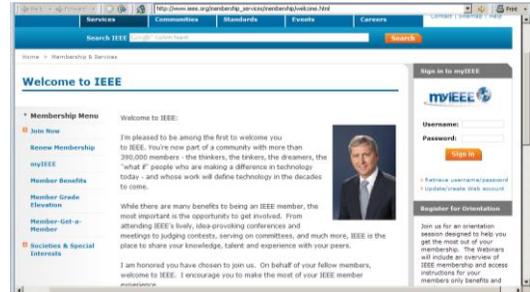


To help you accomplish these objectives, we recommend that you identify other volunteer leaders to assist you with specific tasks.



First Year New Member Experience

IEEE began an outreach to newly joined members to help them understand and navigate IEEE during their first year experience. This effort includes a website, a monthly online orientation to help the new member get connected to IEEE and basic services (web account, myIEEE set up, etc.), how to participate in various activities, and a FAQ responding to the most asked questions. New members are invited to register for the next scheduled online sessions found on the website, <http://www.ieee.org/start>

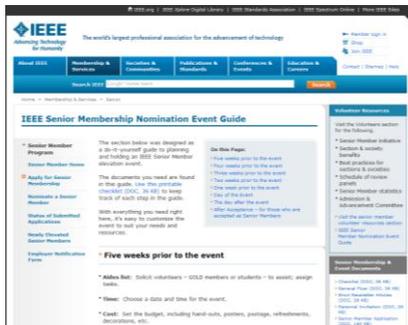


This effort was accompanied by development of pre-defined queries in SAMIEEE to pull data on the new members who joined the section in the past 30 days. Sections are encouraged to reach out to these new members by welcoming them with a personalized note on IEEE welcome note cards, available with the MD On-Demand Kit. The link to order the Kit is on the MD home page at <http://www.ieee.org/md>.

Senior Member Elevation Events

The grade of Senior Member is the highest for which application may be made and shall require experience reflecting professional maturity. For admission or transfer to the grade of Senior Member, a candidate shall be an engineer, scientist, educator, technical executive, or originator in IEEE-designated fields for a total of 10 years **and** have demonstrated 5 years of significant performance.

http://www.ieee.org/membership_services/membership/senior/senior_requirements.html



The **IEEE Senior Membership Nomination Event Guide** was developed to provide the necessary tools to conduct a successful event in the recruitment of members to Senior Member grade elevation. The Event Guide components are Microsoft Word documents that can easily be customized for your particular nomination event. The guidelines are from five weeks prior to the event to one day after the event. The Senior Member event provides potential Senior Member applicants with the opportunity to network with potential references and receive guidance on completing their application. It also provides your Section or Society the opportunity of engaging IEEE members at all levels.

http://www.ieee.org/membership_services/membership/senior/seniormember_elevation_toolkit.html

IEEE Fellow Program

IEEE Fellow is a distinction reserved for select IEEE members whose extraordinary accomplishments in any of the IEEE fields of interest are deemed fitting of this prestigious grade elevation. Review the sections on this page to learn about the history of the IEEE Fellow grade, the elevation process, and how the program evolved through the years to become the program it is today.

http://www.ieee.org/membership_services/membership/fellows/index.html





Volunteering for IEEE

Whether you are a Region MD Officer, a Section MD Officer or a Society MD Officer, this Manual can be adopted to your needs providing an essential overview to make your job easier. Rest assured, you are not alone in this endeavor. IEEE has developed a dynamic support network to enable your success, combining a Volunteer and Staff partnership unparalleled in any professional association.

Your dedication and commitment will help insure a vibrant professional association that evolves to meet the present and future needs of technology professionals worldwide. As you may be aware, IEEE does not have a professional sales force to promote membership. Rather, our sales force consists of our more than 390,000 members worldwide. Think of the possibilities of that! And it is volunteer leaders such as you that can help to direct and harness this tremendous asset.

Recruiting individuals to become IEEE members begins with communicating your own personal experience with IEEE. Just as important – recruiting new IEEE members requires active listening, and understanding the needs of other individuals: the value of IEEE membership may translate differently for you than to another. When you ask an individual to join IEEE, or retain their membership, do so with the understanding that this individual may or may not already have a perception of IEEE and its benefits. Moreover, we are encouraging individuals to belong to a professional association in an era when information access and networking is desktop-accessible.

Most likely, you have chosen a profession that has little to do with membership recruitment or retention, and participating in a “sales” function may not come easy. However, truth be known, we’re all salespeople—whether it’s recommending a mechanic, a brand of wireless routers, or a colleague for employment. According to one definition, “selling” is to persuade (another) to recognize the worth or desirability of something. When you look around and notice how your organization, workplace or relationships have improved because you communicated your great ideas and made contributions, was “selling” really such a bad thing? To be successful with membership development, we will need to be diligent in both raising awareness and asking individuals to join IEEE.

IEEE Membership Development Activities

IEEE’s membership development activities are coordinated through the Member and Geographic Activities Board Membership Recruitment and Recovery Ad-Hoc Committee (MRR). The MRR ad-hoc Committee creates, promotes and monitors appropriate and effective membership development programs to increase IEEE membership. More information on the MRR Committee is found on the MD Home page at http://www.ieee.org/about/volunteers/membership_development/index.html .

Regional & Section Membership Development

Members of IEEE automatically become members of their local IEEE Section, allowing them to share technical, professional and personal interests with others in IEEE's worldwide member community. IEEE is divided into ten geographic regions worldwide:

- IEEE Region 1 - Northeast United States
- IEEE Region 2 - Eastern United States
- IEEE Region 3 - Southeastern United States
- IEEE Region 4 - Central United States
- IEEE Region 5 - Southwestern United States
- IEEE Region 6 - Western United States
- IEEE Region 7 - Canada
- IEEE Region 8 - Europe, Middle East, Africa
- IEEE Region 9 - Latin America
- IEEE Region 10 - Asia & Pacific



Each IEEE Region has a Membership Development Chair. Responsibilities of the Region Chairs include coordinating activities between IEEE Operations Center and the Sections, as well as facilitating Region-wide membership development initiatives involving many Sections. It is imperative that every IEEE Section has a membership development officer with whom the Region Chair can make contact and support.

Within these regions are 331 local Sections, 1,952 technical Chapters, 483 student branch chapters at colleges and universities and 338 affinity groups that unite local members with similar interests. The names and contact information for **all** MD officers should be reported annually to IEEE as part of the Officer Confirmation Report:

http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html

Society Membership Development

Society membership development is coordinated by each Society, and implemented through many channels, including direct mail, conferences, and chapter activities. Brochures about Society membership are available from IEEE, and can be ordered online using the form found at www.ieee.org/mdsupplies.

A Chapter is the technical subunit of one or more IEEE sections, and has both the Section and an IEEE Society as a parent. Chapters are your local link to the valuable resources available from IEEE and its 38 technical societies. Chapter activities may include guest speakers, workshops, and seminars as well as social functions. Chapters provide society members with valuable opportunities to network at a local level - enabling both personal and professional growth. For a real-time and linked directory of IEEE Societies, visit http://www.ieee.org/societies_communities/index.html.





Developing Your Membership Team

The bulleted lists are to help you get started – you know your area’s volunteers the best! Build each to what you need to get accomplished.

Who can help me?

- Ask your Section or Society officers if they could refer available volunteers or have a pool of volunteers interested.
- Recruit members from your Section – students, GOLD members, Life Members.
- Set up your team and let them know what the work is and who is doing what.
- Mobilize the resources your Section or Society has.

What is the Work?

- Outline the work you want to accomplish.
- Outline the work you need accomplished.
- Break down the work into the amount of time needed, how often it gets done (frequency) and prioritize.
- Outline the work so those interested can see if they have the skills and/or time to help.
- Determine which volunteers will be working and assign.



Communicate regularly with your team

- Set up an email list to send communications on projects.
- Update your Section or Society officers on your team’s progress.
- Update status of work to team so they know projects or work are moving forward or not meeting deadline.
- Inspire and encourage your team to work toward the goals.

Recognize the volunteer effort

- When work is completed, recognize the volunteers accomplishments to the team and to your Section or Society officers.
- Acknowledge those on your team at Section or Society meetings.
- Nominate for a Region, Section or Society established award. (Check the IEEE website for Awards & Recognition at <http://www.ieee.org/about/awards/index.html>.)



Correspondence Templates

Section/Chapter Outreach During the Renewal & Recovery Period

Dear < member >

As an IEEE member, you have helped the IEEE <Section/Chapter> serve your local community, and I want to thank you for your support. We take seriously our mission and obligation to raise awareness about the role that engineering and technology can play in making our world a better place. In that spirit, the IEEE <Section/Chapter > sponsored several worthwhile activities in 20<xx>, including:

- < Section/Chapter activity >
- < Section/Chapter activity >
- <Section/Chapter activity>

During a recent review of the membership roster, I noticed your name missing from our list of current members. As busy as our daily life is, perhaps this was a simple oversight.

Because you make a difference, I am seeking your membership renewal and support again in 20<xx> – the good deeds we deliver to our community depend on it. You can renew your IEEE membership at www.ieee.org/renew.

Thank you for your time, and continued consideration to support the activities of the IEEE < Section/Chapter >. If you have already renewed, we thank you for your support, and look forward to being your professional partner in 20xx.

Let me know how I can be of any assistance.

Sincerely,
< Name >
Chair, IEEE < Section/Chapter >
< e-mail address >

P.S. Your renewal consideration during these difficult economic times is greatly appreciated. If you have become unemployed, IEEE will help by discounting your annual membership dues 50%. For more information, please visit www.ieee.org/web/membership/Cost/dues.html

Section Communications to Members in Arrears

Dear Member,

Perhaps you forgot, but we still have not heard from you regarding your 20<xx> membership. We don't want to lose you as a valuable member, but unfortunately at this time your IEEE membership is past due and your benefits and services have stopped.

We truly hope that you will reconsider your decision and reinstate your IEEE membership today, by going online at: <http://www.ieee.org/renew>. Or you can mail your renewal invoice with payment to IEEE and start enjoying your member benefits again.



IEEE exists to support members like you. Take a moment to visit <http://www.ieee.org/myieee> to explore the many ways IEEE can support you and your career. If you need assistance please contact us at <http://www.ieee.org/contactcenter> or speak directly with an IEEE Contact Center Associate by calling +1 732 981 0060.

With regards,

John Doe
IEEE <x> Section

***If you have already renewed your IEEE membership, we thank you for your continued interest in IEEE and ask that you please disregard this notice. ***

Section Communications to Members in Arrears

Dear (Member)

We are writing regarding your IEEE membership. As a valued member of the <x> Section we would like to remind you to renew your membership for 20<xx>. We are concerned that we have not heard from you.

Renew today and enjoy the benefits of IEEE membership.

- IEEE *Xplore*
- myIEEE
- IEEE Spectrum Online
- IEEE Email Alias
- IEEE.tv
- IEEE Mentoring Connection

Renewal Made Easy! Renew on the Web at www.ieee.org/renew.

Renew by phone: Call + 1 800 678 4333 (U.S. & Canada) or + 1 732 981 0060 (worldwide)

Renew by mail: Take a moment to complete and mail your 20<xx> membership renewal invoice to IEEE today. Invoice can be mailed to:

IEEE Member Services - Renewal Processing
445 Hoes Lane
Piscataway, NJ 08855-1331 USA
By email member-services@ieee.org

If you have already renewed, please disregard this letter.

Sincerely,

John Doe
IEEE <x> Section



Regional MD Chair to Members

Dear Colleague:

I have the distinct pleasure of serving you as the 20<xx> Membership Development Chair of < x >, Region. Today I am writing to ask for your help and participation in the 20<xx> drive to help increase our membership.

The foundation and strength of IEEE is a strong and growing base of members. IEEE does not have a professional sales and marketing force for membership. Rather, we depend on word of mouth to communicate our organization and what that means you. To continue to grow and build IEEE, we need your help. Here's what you can do.

Participate in the Member-Get-A-Member program. This program is available with incentives for finding new members. You will get a \$15.00 credit voucher for every professional grade member that you recruit. But the real reward is more than a credit voucher. It's a stronger, better IEEE with enhanced connections into industry and the community. These connections help to build the IEEE network that supports our careers and the profession.

There are many tangible benefits associated with membership: career and professional development tools, discounts on products and services (both technical and non-technical), the award-winning Spectrum magazine, reduced conference registration fees, multiple opportunities to network with the leaders of the field, access to top technical information, an ever increasing number of continuing education courses, and much more. The list continues to grow each year. The next generation of benefits enhance your experience at myIEEE with memberNet. IEEE.tv programming is delivering live IEEE events through streaming video, and developing more programs on technical interests.

With all of that, I thank you for maintaining your membership in IEEE this year and hopefully in the future. I also urge you to recommend IEEE to your colleagues and co-workers. Please direct your colleagues to <http://www.ieee.org/join> to become a part of the IEEE Network. Remind them that if they join between 1 March and 15 August 20<xx>, they can join for just one-half the normal dues rate.

This is your organization. Help us to grow it and to keep it as vital and vibrant in the future as it has been in the past. Thank you for your participation in the 2010 Membership Drive.

Very truly yours,
John Doe, Ph. D.
Region < x >, Membership Development Chair IEEE



Region Director to Volunteers

Region < X >,

We need your help in 20<xx> to expand our Membership Development program. The foundation and strength of IEEE is a growing base of Members. While the current Region < X >, Membership (as of January 31, 20<xx>) is about < xx,xxx >, that number could change if we don't encourage old members to renew and find prospective new members. It is estimated that there are several hundred thousand potential IEEE members in Region < X > alone. Just think of what we could do as an organization if just half of that number joined. To support this growth, we need your help. Here's what you can do:

First. Every Section has a list of members that have not paid their dues and are now in "arrears", their service discontinued. Please contact your local Section Chair and volunteer your time in contacting these members and encouraging their renewal. Many will renew if you just ask. For help in answering renewal questions, please contact or visit the Membership Services web page at: www.ieee.org/myieee.

Second. Promote the Member-Get-A-Member program. This program is available with incentives for finding new IEEE members. You will get a \$15.00 IEEE credit voucher for every professional grade member that you recruit. Make it a challenge within your Section to see who is the best at Membership Development. The reward is more than a credit voucher; it's a bigger organization with better connections into industry and community. These connections help to build the IEEE Network that supports our careers and the profession. More information on this program can be found at www.ieee.org/mgm.

Third. The Class of 20<xx> will graduate in several months. Go participate in a Student meeting. Have a joint Section / Branch meeting and answer their questions about life after graduation. You will help them start their Network and it will re-enforce their commitment to IEEE. The Student Branch near you can be found at http://www.ieee.org/portal/pages/membership/students/sc_branches.html.

In closing, we need your help with Membership Development in Region < X >. Our goal is to increase Region < X >, membership 5% over the January count of <xx,xxx>. If each of us recruited just one new member, we would double our size in one year. Remember, without Membership Development, we can't build the IEEE of tomorrow.

Sincerely,

Jane Doe
Region < X >, Director
j.doe@ieee.org



Extra Help

Responding to Membership Objections

As a Membership Development Officer, expect to hear objections to IEEE membership and pointed questions about membership value. This is normal—we all compare. How you respond to such objections will differentiate your membership development success from others. Listed below are common objections to IEEE membership, and suggestions for how you can respond.

My employer will not pay for my dues.

We're grateful that some employers reimburse for IEEE membership dues, but IEEE membership is about individuals who desire to take ownership of their career, regardless of an employer's willingness to reimburse dues. Individuals who belong to IEEE take personal responsibility for their careers.

IEEE membership is too expensive.

The cost of IEEE membership compared to most professional associations is significantly lower, as much as 30%, compared to organizations such as the National Society of Professional Engineers, American Medical Association, and the American Bar Association. When you really think about it, IEEE membership dues are quite reasonable when you consider the quantity and quality of benefits offered to members. Also, IEEE membership often pays for itself. The discounts members receive on IEEE products or attending a conference makes membership a good return-on-investment. For professional-grade applicants whose income does not exceed \$13,600, IEEE offers a 50% reduction in IEEE dues, regional assessments and dues for one IEEE Society and its optional publications.

The value of IEEE membership does not justify the cost.

IEEE membership offers an array of benefits that may be of interest to you. Perhaps you are unaware of the some of these benefits. They include access to technical publications; professional and educational development; unique networking venues; discounts on conference attendance, insurance programs, IEEE products. Every member has their own, personalized gateway into IEEE membership via myIEEE.

I have no time to read the publications.

It's a constant challenge between finding the time to be informed, and one day discovering that you're not technically current. Our members tell us that reading IEEE publications saves them time, as they do not need to "reinvent-the-wheel" at work. IEEE publications are the world's best collection of technical information. Taking the time to read this information keeps you technically current. Investing 30 minutes with one publication could save you 40 hours of research at work.

I can find all this information on Google—what's the value of membership?

There's a lot of information to be found on Google, but IEEE publications are not available for free on Google. Moreover, the quality of technical information found via Google is random, and doesn't adhere to any consistent standards of technical excellence. Did you know that 60,000 patents cite IEEE information? – These patents cite IEEE, not Google. IEEE membership is much more than access to information. It's about networking, professional development, and you taking personal responsibility for your career. Membership is about meeting new colleagues, and coming into contact with really great people—individuals who join IEEE form friendships that last a lifetime. You wouldn't meet these people on Google.



I can get all of the information through my employer, so why should I belong?

Information is only one component of IEEE membership. Yes, organizations worldwide rely upon IEEE information to be technically current and competitive—it speaks to IEEE's quality. IEEE membership is more than access to information. IEEE membership is about you being competitive and taking personal responsibility for your career. IEEE's benefits include venues and tools for members to network, build valuable professional connections, and hone leadership skills. These are essential for managing your career. Membership is about meeting new colleagues, and coming into contact with really great people—individuals who join IEEE form friendships that last a lifetime. IEEE membership is more than what you receive—it's also about what you're giving back. When you belong to IEEE, you are supporting a much larger mission—your membership enables initiatives such as public information and policy efforts, affordable student membership, and the introduction of technology careers to young people worldwide.

I've recently been unemployed, and can no longer afford the dues.

IEEE will help you during these times. IEEE has a reduced-dues program for unemployed members, which allows you to keep your benefits, which are very helpful for finding a new job—for example, networking at local Section and Chapter meetings, uploading your resume to the IEEE Job Site, engaging the career navigator.

IEEE Member Benefits

Knowing how IEEE can benefit others requires an understanding of all the benefits IEEE offers. IEEE is the world's largest technical society, bringing Members access to the industry's most essential technical information, networking opportunities, career development tools, and many other exclusive benefits. IEEE membership benefits break down into two categories: (1) Core Benefits received by all individuals who join IEEE, and (2) Premium Benefits, which are available exclusively to IEEE members at an additional cost.

Additional memberships are also available—Society, Standards and Women in Engineering memberships enrich the IEEE experience.

Core Benefits (www.ieee.org/benefits)

[myIEEE](#) – an interactive Web portal exclusive to IEEE members, allows you to customize your member experience as your needs change using gadgets, RSS feeds, themes and layout choices

[IEEE.tv™](#) - internet television offering exclusive programming about technology and engineering to IEEE members, and accessible from myIEEE, the members-only portal

[eBook Classics](#) - IEEE members now have access to more than 220 eBooks from the IEEE Press collection through IEEE *Xplore*.

[IEEE Spectrum Magazine](#) - 12 monthly issues (print) and online, digital delivery

[IEEE Potentials Magazine](#) - 6 issues (online). Print editions for student members in U.S, and Canada

[Abstracts from the IEEE Xplore® digital library](#) - table-of-content and abstract access to 2 million plus documents



[What's New @ IEEE](#) - produced monthly, electronic newsletters on technical topics (10 topics to choose from)

[Discounts on IEEE publications](#)

Community

[myIEEE™](#) - members-only personalized portal into IEEE membership

[IEEE memberNet™](#) – Online member directory; a fully searchable database to help expand your peer-to-peer networking opportunities

[Personal IEEE E-mail alias](#) with virus protection and spam filtering

[The Institute newsletter](#)

[Member-only discounts](#) on conferences, publications, and business and financial services

[IEEE Sections and Technical Chapters](#)

Profession

[IEEE Job Site](#) - locate career opportunities easily and confidentially

[IEEE Career Alert](#) - a weekly email newsletter containing career advice plus the job of the week from the IEEE Job Site

[IEEE Mentoring Connection™](#) - an online tool matching young IEEE members seeking professional guidance and counseling with veteran IEEE members willing to share their knowledge and life experiences

[Today's Engineer](#) - webzine devoted to the issues affecting IEEE members' careers

[Consultants Database](#)

[Discounts on education](#) from leading institutions worldwide

Benefits Requiring an Additional Fee

[IEEE Continuing Education Programs](#) - short courses and workshops delivered online in one-hour learning modules, offering Professional Development Hours (PDH) or Continuing Education Units (CEUs) to help maintain licensing or certification

[IEEE Member Digital Library](#) - access up to 25 full-text articles a month from any IEEE publication or conference proceeding

[IEEE eLearning Library](#) - The premier online collection of short courses and conference workshops.



[Proceedings of the IEEE](#) - leading authoritative resource for in-depth research coverage, tutorial information and reviews

[IEEE Education Partners Program](#) - up to a 10% discount on online degree programs, continuing education and certifications.

[Insurance Services](#) - customized selection of insurance products, designed for the professional technologist and engineer

[Financial Services](#) - receive discounts on financial services from IEEE's partnering companies

[Home & Office Services](#) - substantial discounts on products and services for your home and office

[Travel Services](#) - enhancing the overall travel experience for IEEE members and their families

Additional IEEE Memberships

[IEEE Society Membership](#) - Membership in an IEEE Society offers both tangible and intangible benefits. So what are some of the benefits of being an IEEE and Society member? Current members provide the answer. Members have cited the following benefits that influence their decision to join: affiliating or identifying oneself with a prestigious professional organization; having access to multi-disciplinary technical information; creating opportunities for peer networking; having the opportunity to publish and participate in conferences at member reduced rates; and advancing professionally on the job. IEEE's 38 Societies include:

- IEEE Aerospace & Electronic Systems Society
- IEEE Antennas and Propagation Society
- IEEE Broadcast Technology Society
- IEEE Circuits and Systems Society
- IEEE Communications Society
- IEEE Components, Packaging and Manufacturing Technology Society
- IEEE Computational Intelligence Society
- IEEE Computer Society
- IEEE Consumer Electronics Society
- IEEE Control Systems Society
- IEEE Dielectrics & Electrical Insulation Society
- IEEE Education Society
- IEEE Electromagnetic Compatibility Society
- IEEE Electron Devices Society
- IEEE Engineering in Medicine and Biology Society
- IEEE Geoscience & Remote Sensing Society
- IEEE Industrial Electronics Society
- IEEE Industry Applications Society
- IEEE Information Theory Society
- IEEE Instrumentation & Measurement Society
- IEEE Intelligent Transportation Systems Society
- IEEE Magnetics Society
- IEEE Microwave Theory & Techniques Society



IEEE Nuclear & Plasma Sciences Society
IEEE Oceanic Engineering Society
IEEE Photonics Society
IEEE Power Electronics Society
IEEE Power & Energy Society
IEEE Product Safety Engineering Society
IEEE Professional Communication Society
IEEE Reliability Society
IEEE Robotics & Automation Society
IEEE Signal Processing Society
IEEE Society on Social Implications of Technology
IEEE Solid-State Circuits Society
IEEE Systems Man & Cybernetics Society
IEEE Ultrasonics, Ferroelectrics & Frequency Control Society
IEEE Vehicular Technology Society

IEEE Standards Association Membership - influence the direction and application of standards development worldwide

IEEE Women in Engineering Membership - promotes the entry into and retention of women in engineering programs

Resources & Links

Enabling IEEE's Volunteers is essential to effective membership development. Please take a few minutes to acquaint yourself with IEEE's membership development resources and links.

Membership Development Web Site

Be sure to bookmark www.ieee.org/md. As a Membership Development Officer, you should immediately become familiar with the membership development web pages, linked from the IEEE home page. This one-stop resource allows you to access password-protected areas and peruse membership development tactics. With an IEEE web account, you can access:

- Monthly, membership progress reports
- Regional and section membership statistics
- IEEE Membership Development online community
- Presentations and templates
- SAMIEEE

Membership development tactics are only a click away, including the following time-tested, IEEE programs:

- Member-Get-A-Member
- Authors outreach
- Conference Member Recruitment Program

Should you need to contact Volunteers and Staff involved with membership development, the site also provides a rolodex of Committee and Staff contacts.



Online Order Form – Membership Development Supplies

A favorite resource to membership development officers is the online order form for membership recruitment materials. The form is accessible 24x7. Upon completing the form, IEEE Operations Center will ship the requested materials to the local address of the requester, at no cost to the entity. The online order form is accessible from the membership development website.

Membership Development Online Community

Staying connected throughout the year is significantly augmented by IEEE’s online community for membership development. In this community, membership development officers can gain access to the latest insights and discussion threads surrounding IEEE membership development, and gain instant access to crucial and updated PowerPoint presentations. The online community is accessible from the membership development home page, www.ieee.org/md.

IEEE Membership Development Monthly Report

Prepared by the IEEE Member & Geographic Activities Department, this monthly report provides a pulse of membership progress, goals, programs and activities of interest to those in membership development. Current and past reports are located at http://www.ieee.org/web/volunteers/membership_dev/md_reports.html.

IEEE Membership Development Monthly Webcast

Developed and executed by MD volunteers and Staff, the monthly MD webcast provides current information on membership development activities, statistics, along with programs and services available to IEEE members. Each month features a Preview Topic and Business Cycle Spotlight and each session is recorded and posted to the IEEE Membership Development Online Community.

Membership Recruitment Kits

Once a year in September to IEEE Section MD Chairs, Student Branch Counselors and Society MD Officers, the IEEE Operations Center assembles and ships membership recruitment kits worldwide based on reserved requests. Each membership recruitment kit will contain a comprehensive supply of materials, a sample listing as follows:

- IEEE Membership Brochure (higher grade only) – Student Members apply online
- Higher Grade Applications Pad
- Member Benefits Brochure
- IEEE Membership Posters
- IEEE Bookmarks
- IEEE Member Benefit Information Sheets
- Member-Get-A-Member Brochures
- Member-Get-A-Member Business Cards
- IEEE Promotional Giveaways

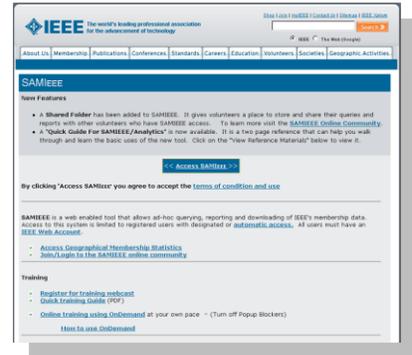
Should a Region, Society, or Section membership development officer exhaust the supply of their kit, they can request additional materials using the link for the On-demand Kit from the MD home page at <http://www.ieee.org/md>.



BMS Analytics (SAMIEEE)

BMS is IEEE and IEEE Computer Society's core business systems, combining all information from various databases such as the IEEE Membership Database, Computer Society's Sisyphus System, Customer Services, order management, subscription fulfillment, sales administration, volunteer services, awards and contributions database. Pertinent to MD officers, SAMIEEE will be delivered through Analytics. Features include:

- Enhanced Graphical User Interface
- View multiple representations in one report (e.g., data & graphs)
- See membership statistics, month to month and year to year
- Data refreshed three times a week and no refresh down time
- Four New Training Modules available
- All data available currently in SAMIEEE will be available in BMS
- SAMIEEE training is available on demand
- Pre-defined queries grouped by Geographic, Technical and Membership Development
- For SAMIEEE, go to www.ieee.org/samieee

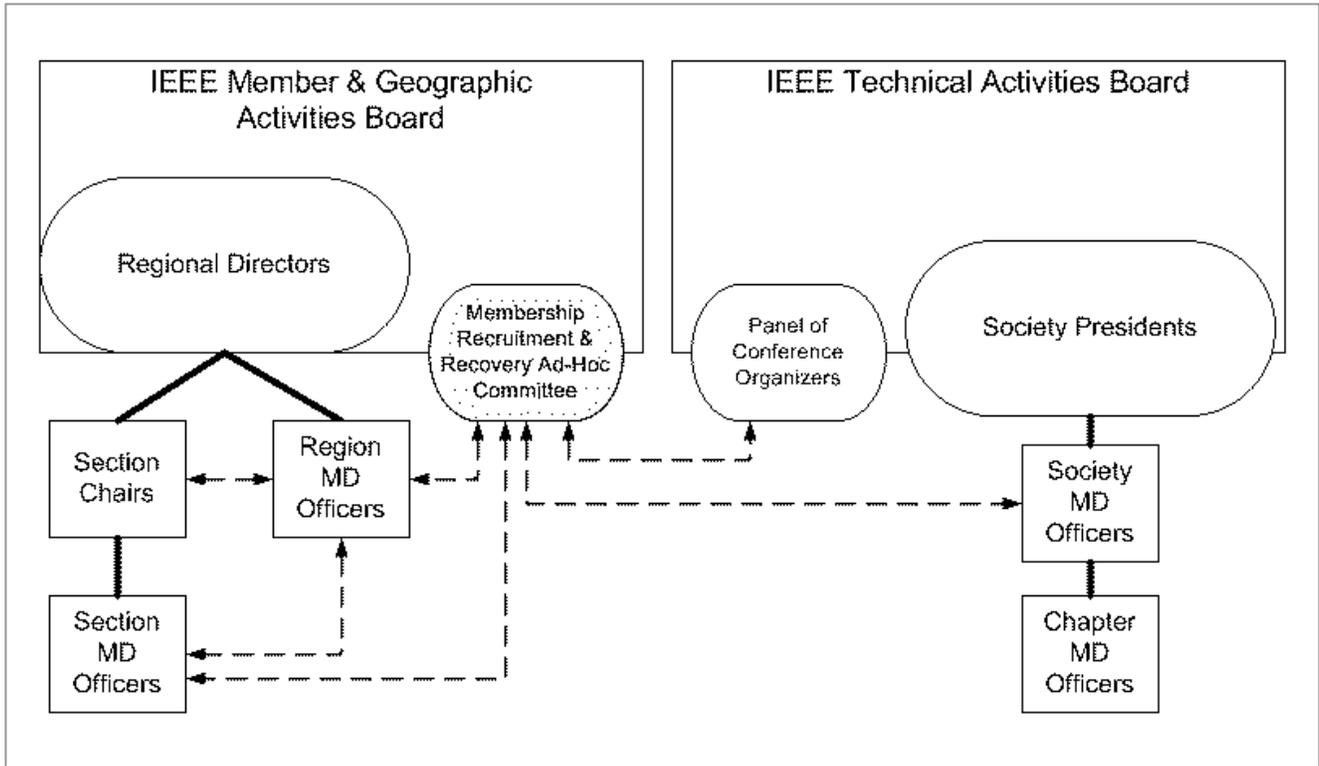


Membership Development Organization Chart & Contacts

The Membership Recruitment and Recovery (MRR) Ad Hoc Committee is a committee of the IEEE Member and Geographic Activities Board. The MRR ad hoc Committee is charged with creating, promoting, and monitoring appropriate and effective membership development programs to increase IEEE membership. Specifically, the Committee is responsible for:

- Building and expanding a worldwide team of IEEE volunteers to advance MR&R objectives
- Providing training and guidance to participating volunteers
- Developing and promoting best-practices, and ensuring awareness of, and access to, forums and tools
- Mentoring volunteers on how to develop and optimize their MR&R activities in alignment with the IEEE membership calendar
- Setting goals for yearly IEEE membership increases in membership recruitment and recovery
- Providing recommendations for new or improved benefits
- Provide support to all committees that are involved with recruitment and recovery
- Incorporate the MGA Vision Mission and Values and Principles in the performance of the MR&R functions and activities.
- Collaborating with the MGA MELC Committee and IEEE Staff to develop and execute membership marketing and sales plans, forums and tools, and benefit education campaigns

The MRR ad-hoc Committee shall implement these responsibilities by emphasizing the value and benefits of IEEE and Society membership, involving all IEEE organizational units and staff in coordinated membership development activities, encouraging, motivating and recognizing volunteerism and insuring that the needs and concerns of membership development are identified and understood.



Membership Development Contacts

For a list of IEEE Volunteers and Staff responsible for membership development at IEEE, visit the committee and staff rosters at www.ieee.org/md

IEEE Contact Center

The IEEE Contact Center is here to answer your questions about IEEE, including IEEE products and services, and all aspects of membership.

Web site located at www.ieee.org/contactcenter

E-mail contact at: contactcenter@ieee.org

Telephone

+ 1 800 678 4333 USA and Canada
+1 732 981 0060 Worldwide



Notes:

Thank you for your
Volunteer leadership.

Thank you for making a difference!

