



International Association
of Business Communicators

Member Month – October 2022 Campaign Overview & Messaging

Overview

The 2022 October Member Month campaign encourages individuals to become a new version of themselves. It's about feeling empowered and encouraged to take a new step or get more involved in the communication profession. **IABC creates those opportunities for you.** IABC is a different association now and we've renewed our commitment to the profession.

There are three focus areas and proof points that we will be using throughout the Member Month campaign and they are Career, Connections, and Certification – three value propositions for IABC membership.

This year, the Canada West Region has also developed materials as a part of their own membership campaign. These materials will be made available in your Member Month toolkit.

Included in this October's Member Month will be even more tools for chapter leaders, a 20% discount on International membership which now serves additional member segments including the IABC+ Global Membership and specific offerings for early-career professionals.

This Member Month will run the full month of October (1-31).

The Business Need

We want to showcase the better version of your professional self that is available to returning and prospective members with IABC's membership options. IABC has an opportunity to retain our members and continue to grow membership, with those looking to come back together in-person and take advantage of all the new resources IABC has to offer. During the month of October, around 592 IABC memberships are up for renewal. With a retention rate of 60% for the month, 355 members would be retained and 164 new members would need to be brought in to exceed budgetary goals.





Stakeholders

- IABC regions and chapters
- Current members
 - Professional, Group, Student, Student Transitional, Retired
 - Members at large focus
 - Small group and corporate
- Lapsed members
- Non-members
- C-suite and decision-makers within organizations

Campaign Goals

- **Goal:** Increase member retention and gain new members
 - **Audience:** Active members for renewal
 - **Target:** 60% retention rate for October
 - Nearly 600 members are eligible for renewal during October
 - 355 renewals in October are needed to reach goal
 - 164 new members are needed
 - **Incentive:** 20% discount on international dues | additional 10% (25% total) discount on group memberships.
 - **Incentive:** Everyone renewing or joining will be automatically entered into the drawing to win an education bundle from the new IABC Advance platform or a complimentary one year IABC membership. Winners will be selected to win either the IABC Advance bundle or complimentary membership of their choice.
- **Goal:** Full and aligned region and chapter participation
 - **Audience:** Region and chapter leaders
 - **Target:** 100% chapter participation with the understanding of action on member retention and acquisition
 - **Chapter Incentives:**
 - One complimentary IABC membership will be given at chapter discretion, for the small, medium and large chapter with top membership growth, as a percentage of current membership.
 - One complimentary education bundle from IABC Advance will be given at chapter discretion, for the top small, medium and large chapter with the highest retention rate.
 - **Region Incentives:**
 - One complimentary IABC membership will be given at region discretion, for top membership growth, as a percentage of current membership.
 - One complimentary education bundle from IABC Advance will be given at region discretion for highest retention rate.



International Campaign Tactics

- Outbound phone calls will be made to all members who lapsed between June and September as well as all members up for renewal in October, inviting them to take advantage of this Member Month promotion's 20% discount.
- Members will continue to receive automated electronic emails based on the new Impexium system several times before and seven days after their membership has expired. During this promotional timeframe, this series of emails will include the Member Month 20% discount offer.
- Segmented campaigns will be used during Member Month to encourage members up for renewal in October to renew during the promotion. Segmented outreach to members up for renewal in November and December will be done, encouraging them to renew early.
- Paid LinkedIn ad campaigns will target nonmembers and current members about joining or renewing.

Campaign Timeline & Key Messages

- 15 September – Toolkit Delivered to Chapters/Regions
 - Incentives for Chapters, Regions and Renewing/New Members
- 1 October – Member Month Begins
 - 1-8 October – ***Find the Right Membership for You*** – Highlighting New Membership Types, Incentives and Benefits
 - 8-31 October – Segmented Outreach – As we did last year, we've created versions of the messaging that directly speaks to a specific [IABC Career Roadmap](#) audience but also applies to the broader community.
 - Student | **Learn to make connections.**
 - Foundational | **Open doors to new opportunities.**
 - Specialist/Generalist | **Find the destination in the adventure.**
 - Strategic Advisor | **Give voice to influence the profession.**
 - Business Leader | **Tap into the global perspective.**



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Sample Social Media Posts & Links to IABC Website

IABC International office examples

Twitter

- Happy #MemberMonth from @IABC! We encourage you to renew your membership or join IABC for the first time and save 20%: <https://bit.ly/3kLDM2l>
- It's time to refocus your career with @IABC. We offer the resources you need to grow as a communicator, whether you're looking to take your next career move or want to develop in your current role. Renew or join today to save: <https://bit.ly/3kLDM2l> #IABCMemberMonth
- During #IABCMemberMonth, you have the chance to take advantage of our numerous member benefits and options at a fraction of the cost! Save 20% on dues and gain access to a wide network of #comms peers. <https://bit.ly/3kLDM2l>
- Take charge of your career with IABC. Become a member (or renew your membership) this month to save and access top-notch resources. <https://bit.ly/3kLDM2l> #IABCMemberMonth
- Open new doors with IABC membership! Our benefits include access to the latest industry insights, career assessment tools, and more. Join or renew today and save 20%. <https://bit.ly/3kLDM2l> #IABCMemberMonth
- Make the commitment to learning, connecting and having the resources you need for years to come. Renew or join IABC to access a network of resources and grow your career as a communicator. <https://bit.ly/3kLDM2l> #IABCMemberMonth

Facebook/Instagram/LinkedIn

- Happy #MemberMonth from IABC! We encourage you to renew your membership or join IABC for the first time and save 20% on international dues: <https://bit.ly/3kLDM2l>
- It's time to tap into the global perspective IABC. We offer the resources you need to grow as a communicator, such as learning opportunities, certification, a network of peers, career assessment, and more. Whether you're looking to take your next career move or want to develop in your current role, IABC membership can help lead the way: <https://bit.ly/3kLDM2l> #IABCMemberMonth
- During #IABCMemberMonth, you have the chance to take advantage of our numerous member benefits and membership options at a fraction of the cost! My favorite benefit is [NAME BENEFIT]. Renew or join today to save 20% on dues and gain access to a wide network of resources. <https://bit.ly/3kLDM2l>
- Find the destination in the adventure with IABC. Become a member (or renew your membership) this month to save and access a global network of #comms professionals. <https://bit.ly/3kLDM2l> #IABCMemberMonth



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- Give voice to the profession! Our benefits include access to the latest industry insights, career assessment tools, and more. Join or renew today and save 20%. <https://bit.ly/3kLDM2I> #IABCMemberMonth

Samples for use by IABC Chapters, Regions and Leaders

Twitter

- Happy #MemberMonth from @IABC! We encourage you to renew your membership or join IABC for the first time and save 20%: <https://bit.ly/3kLDM2I>
- My membership with @IABC has helped me accomplish [INSERT ACCOMPLISHMENT]. IABC resources help members grow, whether you're looking to take your next career move or want to develop in your current role. Renew or join today to save: <https://bit.ly/3kLDM2I> #IABCMemberMonth
- During #IABCMemberMonth, you have the chance to take advantage of numerous member benefits at a fraction of the cost! Save 20% on dues and gain access to a global network of #comms peers. <https://bit.ly/3kLDM2I>
- Renew, refocus and refresh your career with IABC. Become a member (or renew your membership) this month to save and access top-notch resources. <https://bit.ly/3kLDM2I> #IABCMemberMonth
- Through @IABC membership, I have met a network of dedicated #comms professionals that I can count on to share and connect with. Join our community this month save 20%. <https://bit.ly/3kLDM2I> #IABCMemberMonth
- I've been an @IABC member for [AMOUNT OF TIME] and it has played a major role in my career. Renew or join IABC to access a network of resources and grow your professional career. <https://bit.ly/3kLDM2I> #IABCMemberMonth

Facebook/Instagram/LinkedIn

- Happy #MemberMonth from IABC! We encourage you to renew your membership or join IABC for the first time and save 20% with the code IABC21: <https://bit.ly/3kLDM2I>
- My membership with #IABC has helped me accomplish [INSERT ACCOMPLISHMENT]. IABC resources are there to help members grow, whether you're looking to take your next career move or want to develop in your current role. Renew or join IABC today to save and advance your career: <https://bit.ly/3kLDM2I> #IABCMemberMonth
- During #IABCMemberMonth, you have the chance to take advantage of numerous member benefits at a fraction of the cost! These include the latest industry insights, exclusive learning opportunities, the Career Center, and more! Save 20% on dues and gain access to a wide network of #comms peers. <https://bit.ly/3kLDM2I>



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- Learn to make new connections with IABC. Become a member (or renew your membership) this month to save and access top-notch resources. <https://bit.ly/3kLDM2I>
#IABCMemberMonth

Canada West Region Campaign information

The first campaign (using stock images in the attached, but you can use real people if you're able!)

- ...is focused on the outcome of what it means to be an IABC member.
- Each shows someone very confident, who handles situations, nails presentations and delivers results. The inference is that they're able to do all this because of the great resources/training/connections at IABC. If you use real people, this will work best if you can get them to mimic some of the confidence and attitude of the stock photos.
- The tagline is "IABC is my superpower" which is something they've actually heard many members say!
- They also created "Careers | Connections | Certification" to summarize the key benefits of membership (develop your career, make connections, get certified).
- There's a call to action "Join or renew today"
- Lastly, you'll see they've used the Canada West Region logo as a placeholder. Each chapter can certainly use their own logo here.

The second campaign is more focused on showcasing local members. The campaign envisions using members who are at each of the four stages of the career roadmap: foundation, generalist, advisor, business leader.

With these examples, please use your own photos and include the stage of the IABC Career Roadmap you are. Ideally, showing an equal number of members for each stage will help people relate better to the organization. Someone who is foundational may not think they can relate to a business leader, for example, but would relate better to someone else who's also foundational. The call to action and "career | connections | certification" tag are also present.



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Member Type & Benefit Messaging Guide

Below is key messaging and proof points to back up the campaign copy regarding the IABC network of people and insights that can be leveraged to deliver business results.

Membership types

- Whether you are looking to connect with fellow global communication professionals, access educational resources to further your career, gain distinction through GCCC certification programs or simply stay on top of the latest news in the global communication industry, IABC membership is here for you.
- Now, you can get even more from your global IABC Membership. With new membership options and flexibility when it comes to payments, you can choose the membership that best fits your lifestyle and career goals.
 - **IABC Membership:** As a member, you have access to all things IABC, including member-only resources, monthly webinars, content in Catalyst, discounts on registration for the IABC World Conference and discounted professional certification through the Global Communication Certification Council.
 - **IABC+ Membership:** You're ready to invest in your career and professional development. As an IABC+ member, you have access to all benefits included in the IABC membership, plus an all-access pass to IABC Advance and waived GCCC certification application fee or recertification fee.
 - **Group IABC Membership:** Joining IABC with your colleagues ensures all the benefits of IABC Global membership, but with a discount when your company registers five or more members at once.
- It is important to forge connections with and learn from your industry, no matter how early you are on your career journey. IABC membership is here for you, at an accessible rate!
 - **Student Membership:** Access the benefits of an IABC membership at a deeply discounted rate! Students actively pursuing a degree from an accredited institution are eligible for an IABC Student membership.
 - **Campus to Career Membership:** Transitioning from a student environment to that of a full-time communication professional can be complex, to say the least. Joining IABC gives you access to a network of communication professionals from around the globe. Professionals who have graduated from a degree program from an accredited institution in the last year are eligible for the Campus to Career rate. Members are eligible for a Campus to Career membership for one year and then can transition to the Early Career Membership.
 - **Early Career Membership:** As an Early Career member, you gain all the benefits of an IABC Membership, but at a rate that matches where you are in your career. Professionals who have been in the communications profession from 1 - 3 years are eligible; if an individual has been in the profession more than 3 years, then they become an IABC member that pay the full member rate.



Chapter and region events

[Chapter and regional events](#) provide **virtual connection** and **continued learning** on topics that span the communication profession.

- IABC has eight regions and 95 chapters in 22 countries around the world, holding dozens of networking and professional development events each month, and now virtually.

The Career Centre

[The Career Centre](#) can help **land your next big opportunity**, with IABC members gaining exclusive access to the newest postings.

- For the first seven days a job is posted on IABC Career Centre, only IABC members have access to it, giving them an edge over other applicants. As many are uncertain about their role given the economic uncertainty brought on by COVID-19 or the Great Resignation, the Career Centre is a great benefit to be first to hear for new positions.

The Hub

[The Hub private online community](#) can **save you time** and **make it easier to deliver results** with at-your-fingertips access to peers and resources from around the world.

- In an average month, over 100 discussions take place in The Hub around dozens of topics spanning the communication industry, with participants sharing tips on everything from reporting tools to communication plans. Hear how others are managing through remote work, DE&I communication strategies and more.

Monthly webinars

[Monthly webinars](#) help you **stay informed** and **up-to-speed** on the latest trends, with instruction from experts in the field.

- At least one webinar is held every month on a wide range of topics, including internal communication, storytelling, remote work and change management. Some webinars are open to the public, but one IABC members-only webinar is held each month.

Online content

[Online content](#), like **case studies** and **research** from industry thought leaders, help you stay sharp and informed.



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of Business Communicators

- The new *Catalyst* content center on iabc.com allows you to easily search for topics and sort hundreds of case studies, research, videos, articles and more.

Discounts

IABC members also **get discounts** on:

- Professional certification through the Global Communication Certification Council (GCCC)
 - Earning professional certification can increase your opportunities for promotion, increase your earnings potential and help you stand out to recruiters.
- Online courses with IABC Advance
 - With dozens of courses and many webinars to choose from, the new IABC Advance platform allows you (members and non-members) access your own professional development virtually on your own schedule on topics across the business communication spectrum.
- IABC World Conference
 - More than 800 communication professionals from dozens of countries attend this annual gathering either in-person or virtually, giving you a truly global perspective, along with informative sessions and plenty of time for connection.
 - This year, we reconnect in-person in New York, New York to showcase the power of professional communicators and how “Communication Can.” Hear stories and insights from incredible speakers that you can take back to your own career this June. Registration for World Conference 2022 is now open and early-bird registration ends on 31 October. You won’t want to miss this event. Learn more wc.iabc.com.
- IABC Gold Quill Awards
 - For over 40 years, the IABC Gold Quill Awards have recognized excellence in communication. Every submission gets constructive feedback from two highly experienced and trained communicators, making it a great professional development opportunity.

Corporate and Group Membership

For key messages related to corporate membership, please see the corporate membership toolkit in Leader Centre. A 25% discount is automatically applied to all group members between 1 – 31 October 2022.