

# THREE-YEAR STRATEGIC MEMBERSHIP PLAN

TEXAS CHAPTER OF THE  
INTERNATIONAL SOCIETY OF ARBORICULTURE  
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# WELCOME TO YOUR **THREE-YEAR STRATEGIC MEMBERSHIP PLAN**



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When you struggle to explain your membership benefits in clear, simple terms, you risk not being able to recruit and retain members.

The good news is, now that you have this three-year plan, you will be able to clearly spread the word about Texas Chapter ISA membership in a way that resonates with arborists.

Inside this guide you will find recommendations and action items for your membership campaigns. You'll also find marketing and communications recommendations. Think of these as the construction materials you'll need to build the content for your organization's brand.

Keep this guide handy and reference it as you: create your goals for the coming months; develop marketing materials; update your website; draft social media posts; craft emails; write articles; and more.

Congratulations on making this investment in your association! We can't wait to see how it develops and grows.

# OVERVIEW & ANALYSIS

The International Society of Arboriculture (ISA) is a professional organization dedicated to continuing education for arborists, to tree care research, and to serving tree care consumers around the world. The Texas Chapter of the ISA (Texas Chapter ISA) shares this same dedication, with further commitment to serving the needs particular to Texas' professional arborists and tree care consumers.

The pool of potential members for the Texas Chapter ISA includes, but is not limited to, commercial tree care company arborists, municipal specialists, utility specialists, private arborists, and non-profit arborists in rural, urban, and suburban areas across the state of Texas. Membership benefits of the Texas Chapter ISA include discounts on

Texas Chapter seminars, workshops, and conferences; networking and promotional opportunities; the bi-monthly *In the Shade* newsletter, and monthly *TreEmail*.

Certifications, qualifications, and networking are primary reasons professional arborists seek membership in the Texas Chapter ISA. In addition to recruitment that occurs through the ISA, chapter members are recruited via word of mouth or via industry events at which the Texas Chapter ISA exhibits throughout the year.

The Texas Chapter ISA has a rolling membership model—membership remains open all year and never closes. Due to this rolling model, members do not have uniform start and end dates for membership. In addition to membership communications from ISA, Texas ISA members receive a welcome email and letter that is personalized for new and veteran members. Renewal notices are sent to members through the national organization.

As the Texas Chapter ISA grows, the organization's leadership is interested in continuing to recruit leaders to serve on committees and work groups, assist with events and certification testing, and serve on the Board of Directors. Not only are the number of volunteers important for the success of the Texas Chapter ISA's programs, the level of volunteer engagement is critical as well.

## RECOMMENDATIONS

### RESEARCH AND SET A GOAL

The first step in creating a three-year plan for growing membership is to research the overall size of the market and to set a goal. A reasonable three-year goal could be to increase membership 5 percent per year or to increase membership 20 percent by the end of year three. Annual goals often make it easier to monitor progress and make program adjustments as needed. Once a membership goal is established, it is important to make sure the goal is communicated clearly to staff and volunteers and that each member of the Texas Chapter ISA's team is aware of how they can support that goal. Monitoring progress toward the membership goal is equally as critical as is sharing achievements towards the goal. Evaluating membership growth monthly allows the chapter to spot trends in membership and adjust efforts as needed.

### ANNUAL SURVEYS OF MEMBERS AND VOLUNTEERS: SOLICITING FEEDBACK AND INPUT

Understanding your members' needs and wants can help you ensure that the chapter is meeting expectations and fulfilling the needs of a diverse membership. One way to do this is to survey members on an annual basis. It is not only important to ask questions regarding the benefits and services provided by the chapter, but to also ask demographic questions so that data can be cross-tabbed to determine how different segments of your membership respond to the survey questions. Gift card drawings or other incentives can be useful in improving response rates.

Note that surveys can be done efficiently and inexpensively using tools such as SurveyMonkey.com.

Since volunteers are often critical to the success of membership organizations, it is helpful to also survey them on an annual or biannual basis to determine what entices members to volunteer. Ask volunteers what they like most about volunteering, what frustrates them, and how they prefer to be recognized. A volunteer survey can tell you why members initially decide to volunteer with the organization, why they choose to continue to volunteer, and what tools and training are needed to make the ISA Texas volunteer experience the best it can be.

After a survey is conducted, it is important to review the results and develop an action plan. It can often be helpful to share select results with your membership in a newsletter. Not only does that let members know the organization cares about what they think, it also gives the chapter an opportunity to share how the survey results will be used moving forward to improve the member experience.

#### **ENHANCE RECRUITMENT AND RETENTION EFFORTS**

One way to expand the marketing pool of potential members is to develop a lead-generating tool to use at events at which the chapter exhibits. This can be accomplished via a door prize drawing. Potential members visiting the booth can fill out a digital or printed form to enter the drawing. This will not only help draw potential members to the booth or table, but will also allow the chapter to collect names, email addresses, and phone numbers of potential members to market to after the event.

Unfortunately, many in-person events are being cancelled due to the COVID-19 pandemic or are being converted to virtual events. It will be important to optimize any opportunities to participate in these virtual events. Event organizers may provide an opportunity to email a flier or other membership materials to participants or make an attendee list available for a small fee or sponsorship. Offering to present a virtual breakout session at related industry events and conferences is also a potential opportunity to promote membership.

Offering additional member benefits is another way to enhance recruitment and retention efforts. This can be accomplished with little to no budget impact by partnering with equipment or supply vendors to provide discounts on products and services exclusively for Texas Chapter ISA members. These programs add value to the membership and can provide members an opportunity to recoup the cost of their dues. Vendors are often very willing to negotiate discounts because they benefit from having the Texas Chapter ISA promote their business to members. In turn, members benefit by saving money!

## **MEMBER ON-BOARDING**

In addition to the welcome email/letter members receive when they join or renew, the chapter can also develop “A Guide to Your Texas Chapter ISA Membership.” The guide can be digital or printed and should include concise, bulleted points or steps to guide members through their member benefits. A welcome video or video guide is another great way to highlight member benefits and introduce new members to the chapter’s leadership. Additionally, staff or volunteers can call first-time members to welcome them and offer to answer any questions they might have about membership.

## **ENHANCING COMMUNICATION TO FOSTER RETENTION**

Members need to be reminded that their organization is there to support them. It can be helpful to send a membership-focused email to all members quarterly (separate from your newsletters). The email can simply thank members for their membership and remind them about some of their member benefits. Social media messaging can also include quarterly posts related to membership and the value and benefits provided by the Texas Chapter ISA. Communications can be segmented and customized based on certifications or other membership characteristics.

## **ENHANCING VOLUNTEER RECRUITMENT AND ENGAGEMENT**

The Texas Chapter ISA lists many opportunities on its website for members to get involved in various committees, working groups, and events; however, descriptions are not currently provided. Including brief job descriptions of the committees, working groups, and event volunteer roles, along with an estimate of the time commitment involved, can help guide interested members toward the right volunteer opportunities for them. Note that identifying and classifying selected volunteer opportunities such as leadership roles or In the Shade contributors can heighten the importance and career-building value of those positions.

In addition to attracting new volunteers, it is important to retain existing volunteers. Consider sending volunteers thank-you postcards twice annually. The mailings can coincide with holidays like Thanksgiving, Christmas, or Valentine's Day or can be sent after the annual conference or other events. Even better, surprise them by choosing to mail at a time when they least expect it.

Another way to recognize and retain volunteers is through a "Volunteer of the Month" program. The volunteers can be nominated by members or can be selected by staff. A photo, brief bio, and list of volunteer accomplishments can be included in TreEmail. This program not only helps recognize volunteers, but also showcases volunteer opportunities to members.

One especially important role volunteers have in the organization is to help recruit members. Word of mouth is essential in membership organizations, and training volunteers to talk to their colleagues about membership can be beneficial. A membership recruitment-focused volunteer training session can be held annually, in person or virtually, to share messaging and discuss various ways members can share their Texas Chapter ISA experience.

Finally, sharing quotes or testimonials from existing volunteers in every role can help pique interest and reward the volunteers' commitment.

## **ENHANCING STUDENT MEMBERSHIPS**

To help further build relationships with students in arboriculture and tree care programs at Texas colleges and universities, the Texas Chapter ISA could consider developing presentations on topics designed specifically for the university audience that could be presented in-person or virtually.

These topics can include helpful tips for starting a career in arboriculture or address issues and topics that may not thoroughly be covered in their degree programs. Panel discussions could also be hosted featuring industry leaders who can provide information regarding various career paths in the industry. Introducing additional opportunities to these students for enrichment and networking through the Texas Chapter ISA before they start their career will help build loyalty to the chapter, making membership a "habit" throughout their career. To help ease the transition to full membership, the chapter could also consider discounted chapter dues for the first year of professional membership.

# MARKETING & COMMUNICATIONS

## MESSAGING: USING THE STORYBRAND FRAMEWORK

The cornerstone of any good marketing plan or campaign is the message. We recommend using the StoryBrand framework for two reasons. First, humans are hard wired to learn and relate to each other through the power of stories. And second, the framework leverages the science of the human behavior. Using these two key elements, you can communicate clearly and support your membership recruitment and retention goals.

The StoryBrand approach emphasizes that it's essential to make your members the "heroes" in your organization's story. It's also important to address the problems you're solving, demonstrate your empathy and authority as their career guide, and give them a plan to succeed.

During one of our Zoom meetings, we worked with you to create your one-liner, which helps you answer the question, "What do you do?" The one-liner is a great tool to help ensure your staff, board, and volunteers speak about the organization with one voice.

We also created your "brandscript script," which captures your core messages and gives you an easy point of reference when writing everything from brochures to social media posts. You always want to be sure you're inviting members into a compelling story.

We've shared your one-liner and brandscript script, along with more details about your messaging, in the "Messaging Guide" section of this document.



## BUILDING YOUR MARKETING & COMMUNICATIONS PLAN

Some associations waste thousands of dollars each year on complicated marketing plans, when in fact, marketing can and should be straightforward.

In creating a plan, we're working to answer these simple questions:

- Who's your market?
- What's your message?
- How will you reach them?
- How will you capture leads?
- How will you turn them into members?
- How can you keep them engaged?
- How will you ask for referrals?

The answers to these questions guide your selection of marketing tools to reach your membership goals.

## YOUR MARKETING & COMMUNICATIONS TOOLKIT

The elements of your plan could hypothetically include any or all of the marketing tools in the list that follows. However, with a small staff, you will need to prioritize your marketing activities and focus only on those that will give you the biggest return while balancing your investment of both money and time.

A separate spreadsheet document, your Annual Content Marketing Calendar, will help you plan your time and schedule your high-priority activities.

## CHOOSE YOUR MARKETING TOOLS

WEBSITE - Updating your website using "StoryBranded" messaging will better support membership recruitment and retention goals.

TREEMAIL - Monthly e-newsletter; content can be structured to highlight member benefits, promote upcoming events, spotlight volunteers, and encourage members to join or renew.

IN THE SHADE - Bi-monthly e-newsletter. This newsletter is written by and for members, and offers an opportunity for additional member engagement. It not only highlights members' expertise, but also gives you an opportunity to tap into contributors' networks.

EMAIL MARKETING - These are emails (separate from your newsletters) that will support your campaigns and sales funnels.

LEAD GENERATION/SALES FUNNEL - By using a campaign approach, you can create content that targets new or returning members, offers them value, and ASKS them to join.

DIGITAL ADVERTISING - Paid advertising doesn't have to be expensive, and it's possible to be very specific about your target audience. The more you can connect with arborists statewide and add them to your email lists, the closer you will be to achieving your membership goals.

EVENT OR CONFERENCE SPONSORSHIPS - Event marketing can be effective in multiple ways, including giving you access to a very targeted market. If you're able to negotiate sponsorships to include speaking opportunities or access to the conference email list, you can make the event work hard to help you recruit and retain members.

TESTIMONIALS - Testimonials should do one of two things: demonstrate how you helped solve a problem or help a prospective member overcome an objection. While it's not a standalone marketing tool, testimonials can play a key role on your website, in your marketing materials, and in social media.

## MARKETING TOOLS, DESCRIPTIONS, AND COMMENTS ON TIMING AND ADVANTAGES (CONTINUED)

**PHOTOGRAPHY & VIDEOGRAPHY** - Photos and videos showing your members in action - learning, networking, sharing testimonials, and having fun - will take your marketing to a new level. If you don't have the budget to hire an event photographer, consider creating a volunteer role. Anyone with a smart phone can help you get photos and videos. And while they won't all be the quality you may hope for, you can offer guidance with photo tips and a shot list for each event.

**PRINT MATERIALS** - Well done printed materials are still effective, and can be used at events, workshops, conferences, and more. These materials can also be written from a StoryBrand perspective, using language that positions the arborists as the heroes and offering a simple plan for joining the association.

**DIRECT MAIL** - Like other printed materials, direct mail is still effective, in part because so few associations use it. We're suggesting thank you postcards for volunteers, which can be very cost effective. And you may want to consider postcards for other campaigns as well.

**SOCIAL MEDIA** - ISA Texas is fortunate to have an active volunteer managing social media. Consistency is key. Be sure you collaborate on content and schedule posts that complement campaigns and educational workshop promotions. Also, be sure that more than one individual has administrative access so there's always someone who can back them up during vacations or emergencies.

**THANK YOU LETTERS/NOTES/CALLS** - Personal thank you notes or phone calls can be a powerful marketing tool. While your membership numbers won't allow you to personally thank every member, the special notes or phone calls can create a lasting connection with volunteers, board members, and special speakers.

**SPEAKING OPPORTUNITIES** - When you have an opportunity to speak in front of a live or virtual audience, you have an opportunity to demonstrate how you serve as the guide for your members. You can highlight your expertise, and most important, you can ASK them to join. Services such as Textiful can be used to immediately add members to your email list and follow up with them with your membership campaign messaging.

## MARKETING TOOLS, DESCRIPTIONS, AND COMMENTS ON TIMING AND ADVANTAGES (CONTINUED)

MEDIA RELATIONS - While Public Relations/Media Relations is outside the scope of this report, it's important to recognize its marketing potential.

By regularly issuing press releases to media outlets statewide, you are positioning ISA Texas as the authority for all things related to trees. When the media understands that you have access to highly qualified spokespersons in every market, they will begin to rely on you for information and guidance.

Reporters also appreciate excellent opportunities for photos and videography, which are abundant at many ISA Texas training sessions. Visuals, from chainsaws to tree-climbing, make the reporter's job that much easier.



# MARKETING & MESSAGING GUIDE

# OVERVIEW & KEY TERMS

## BRANDSCRIPT

A seven-part, proven communication formula that includes the key elements of any successful story. When you use a brandscript to develop your messaging, your marketing will support your membership goals.

## ONE-LINER

Your one-liner is a concise statement you use to clearly explain what you offer. It often answers the question, "What do you do?" and gives you and your team a simple, repeatable way to talk about your association in a way that your members will care about.

## LEAD GENERATING ASSET

A lead generating asset is marketing collateral created to provide value to people that aren't ready to join. By offering them valuable knowledge, you position ISA Texas as an organization that can help them solve a problem. It also provides you their name and email address for your email list.

## EMAIL CAMPAIGN (SALES AND NURTURING)

A sales series is often five emails that are sent automatically via email marketing software after a prospective member downloads your lead generator. These campaigns run 24/7 and moves your lead through the sales cycle. A nurturing campaign is a longer-term series that continues to deliver value. Your newsletter can be considered a "nurturing" series.

# YOUR BRANDSCRIPT

## A CHARACTER

Q: Who is your ideal member (your hero!) and what do they want?  
These are often commercial, municipal, or utility arborists.

A: Professional arborists want continuing education, networking opportunities, and career advancement.

## HAS A PROBLEM

### EXTERNAL PROBLEM:

Q: What's getting in their way?

A: Not enough hours in the day.

### INTERNAL PROBLEM:

Q: How does it make them feel?

A: Like they're missing career growth opportunities.

### PHILOSOPHICAL PROBLEM:

Q: Why is that wrong?

A: Every arborist deserves an opportunity to excel.

A character has  
3 types of problems:  
1- External  
2- Internal  
3- Philosophical

## MEETS A GUIDE

The Texas Chapter ISA serves as a guide to its members. The organization expresses empathy, because its staff and volunteers are arborists who understand these career challenges. It also expresses authority through its long-time service to members, the number of members served annual, the number of training opportunities offered, and the quality of its programs.

## WHO GIVES THEM A PLAN

1. JOIN TODAY
2. REGISTER FOR A WORKSHOP
3. GROW YOUR CAREER / NETWORK

## AND CALLS THEM TO ACTION

### PRIMARY CALL TO ACTION:

Join now

### TRANSITIONAL CALL TO ACTION:

Download Free PDF or Register for a Free Webinar

You will use  
two calls to  
action:  
Primary/Direct  
and  
Transitional



## THAT ENDS IN SUCCESS

- Networking opportunities
- New certifications & credentials
- Career growth
- New job opportunities

## HELPS THEM AVOID FAILURE

- Missed opportunities
- Lack of career growth
- Small network

## IDENTITY TRANSFORMATION:

### FROM:

Overwhelmed and missing opportunities

### TO:

Someone who's recognized for their knowledge and skills

# OVERALL BRAND NARRATIVE

At the Texas Chapter of the ISA, we know you want to be recognized for your skills and knowledge as an arborist. To do that, you need the workshops and credentials that will build your career and expand your professional network. The problem is, it's hard to make time in your schedule for new CEUs, which makes you feel like you're missing career opportunities. We believe you should have every opportunity to excel as an arborist.

We understand what it's like to feel like there just aren't enough hours in the day. We're arborists, too. That's why we offer an average of 30 convenient courses every year. They're led by experts and offered all across Texas.

Here's how we do it:

1. Join today!
2. Register for a workshop near you.
3. Grow your network and your career.

So join today. And in the meantime, download <your transitional Call to Action>, so you can stop missing opportunities and start earning the credentials you need to grow your career.

# ONE LINER

Your One Liner is a simple, clear and effective way to answer the question, "What do you do?"

## ONE LINER

As Certified Arborists, it's a challenge to find time for continuing education and networking. At the Texas Chapter ISA, we offer workshops and events statewide to create convenient opportunities for gaining new qualifications and certifications for professional growth.

## WHERE TO USE YOUR ONE LINER

- Networking Events
- About section of your social media profiles
- About section of your website
- Email signature / Business card

# APPLY YOUR BRAND MESSAGE

*Examples*

# WEBSITE HEADER

A website header should answer three questions in the first five to eight seconds:

1. What do you offer?
2. How can it make my life better?
3. How do I get it?



# LEAD GENERATOR

A lead generator is a way to gather email addresses from people interested in your organization and programs. You deliver valuable content in the lead generator and then use their email to send a sequence of emails that leads them through the join process.

You can also use those emails to target ads on social media platforms. Here are a few lead generator ideas.

## LEAD GENERATOR IDEAS

- **Membership Recruitment** (Showcase expertise)
  - Three Essential Certifications for Every Texas Arborist
  - Seven Things I Learned While Climbing Trees
- **Membership Retention** (Showcase networking and exclusive opportunities for members)
  - Behind the Scenes - A Tour of the Texas Plant Disease Diagnostic Lab at Texas A&M
  - Leadership Lessons from <CEO/COMMERCIAL ARBORIST>
- **University Student Recruitment** (Career Advice)
  - Interview Tips for Your First Job in Arboriculture
  - What I wish I'd Known: Career Advice from Certified Arborists

# EMAIL SALES SEQUENCE

After a prospective member downloads your lead-generating PDF a series of five to seven automated emails can be sent. These campaigns run 24/7 and guide the prospective member through the recruitment cycle.

## TYPES OF EMAILS TO INCLUDE

- **Deliver Lead Generation Asset:** Thank them and give them access to the PDF they requested.
- **Problem/Solution:** Remind them of the problem you solve and how you solve it.
- **Testimonial/Story:** Tell the story of solving the problem for another member.
- **Overcome an Objection:** Address an objection prospective members may have when considering joining the association.
- **Paradigm Shift:** Communicate “you used to think this, but now you should think about it this way.”
- **Ask them to join:** You’ve delivered value, now ask them to join.

# SOCIAL MEDIA

Pull from any of the seven parts of your brandscript to share on social media. There are two basic types of social posts: engagement posts and call to action posts.

Here are some examples of both using your brandscript. We recommend creating a bank of posts with photos or graphics. Also, be sure to ask questions often to encourage engagement.

## ENGAGEMENT POST

- We were excited to see everyone at the <XYZ> training this past weekend. Here are a few photos! Feel free to tag yourselves, and of course, post your own in the comments. Were you there? What was your biggest takeaway?
- We just got through reading <THIS BOOK> and we can't stop thinking about it. Have you read it? Your thoughts?

## CALL TO ACTION POST

- Don't miss our latest article: <TITLE>. Sign into the website and download it here! <LINK>
- Did you know you get discounts on all our workshops and training programs with your paid membership? Join or renew today, and check out our training calendar! <LINK>



# YOUR MARKETING BLUEPRINT

RECOMMENDED

*Next Steps*

# YEAR 1 CHECKLIST

- **Research your market and set a goal.** It's important to know how big your potential market really is and to set goals accordingly. Consider your email list. How many are genuine prospects? How many students are graduating with relevant degrees each year? How many total arborists are working in Texas?
- **Train staff, board members, and key volunteers on your new messaging.** When everyone consistently describes the organization and its benefits, it's like having a statewide team of membership.
- **Document your membership on-boarding plan.** How will you ensure that new members understand the benefits of being a member? Consider the following:
  - **Virtual orientation and networking session.** A quick introduction to the organization can help break the ice and help members know how they can be more involved.
  - **Create a membership guide (on the website, as a PDF, and as a video).** This can be an easy reference tool that can be shared throughout the year to ensure members take advantage of their benefits.
- **Plan and schedule your member and volunteer surveys.** With data, you'll get better insights into opportunities to grow.
- **Implement your annual content calendar.** By using a spreadsheet that tracks activities in each month and season of the year, you'll be better able to plan your marketing activities.
- **Evaluate your attendance and/or sponsorships of annual conferences and events.** Which ones are most effective for recruiting and retaining members? Determine which ones give you the best presence in your target markets and allocate your time and budget accordingly.

■ **Update your website to reflect your new messaging.**

Your website is your home base for all your marketing efforts. When you optimize your site to reflect your new clear brand messaging you've set the foundation for a smart marketing plan that can convert website visitors into members.

[Marketing Made Simple](#) by Donald Miller & Dr. J.J. Peterson provides an excellent framework for what to include on your site.

■ **Create One to Two Membership Campaigns Targeting New Members.**

The membership campaign is your "sales funnel." You'll use a lead generator that a potential member can download in exchange for their email address. This establishes your authority while offering genuine value and positioning ISA Texas as their guide. To create the funnel, you will need to:

- **Create a lead generator.** An informative, downloadable PDF is an excellent lead generator. Webinars can also be highly effective.
- **Set up a landing page.** The dedicated landing page is where your member prospects will sign up for your email list and receive the lead generator.
- **Write and automate a five-email sales sequence.** After signing up for the list on the landing page, the prospective member receives an automated series of five emails (using your choice of email platform) that lead them through the sales process. The emails are typically sent over a period of 10 days.
- **Add prospective members to your TreEmail list.** When you add the prospect to your email list, you're adding them to what can be considered a "nurturing" series of emails, which means you're providing value for the long-term and continuing to ask them to join. You can make a conscious decision to include membership calls to action in your newsletters.

## YEAR 2: EVALUATION & UPDATES

- **Evaluate year one and update your goal.** Be sure to track all your website and email analytics to help you make better decisions about where to invest your time and budget in Year 2.
- **Plan and schedule your member and volunteer surveys.** With another year of data, you'll continue to get insights into opportunities to grow.
- **Continue with consistent social media posts.**  
Look at your posts from Year 1. Which posts were most popular? Which had the most engagement (comments)? Which ones were shared? Consider tailoring more of your Year 2 content to reflect lessons learned in Year 1.
- **Update your annual content marketing calendar.**
- **Update your welcome video and messages.**
- **Assess and re-prioritize your presence at conferences and events.**  
Ensure that your efforts are giving you both visibility and real access to members and prospects. Pursue related speaking opportunities.
- **Promote your enhanced benefits (negotiated partner discounts).**
- **Consider adding a first-year price membership for students.**
- **Create One to Two Additional Membership Campaigns Targeting University Students and Retention of Existing Members.** Continue using a "sales funnel" approach with lead generators that add email addresses to your lists. Offer "behind the scenes" and exclusive opportunities for existing members and tailored content for students.
- **Create an Annual Appreciation Campaign for Volunteers.** Provide leadership training and support; send two postcards in the mail; feature volunteers of the month in TreEmail.
- **Begin Testing Digital Advertising.** Consider allocating a small budget to Facebook advertising and testing your messaging to improve your membership campaign response. Advertise workshops, webinars, discount programs, and more.

## YEAR 3: FULLY IMPLEMENT YOUR PLANS

- Evaluate year two and update your membership goal.
- Plan and schedule your member and volunteer surveys. With a third year of data, your ad targeting, content creation, and social media can become more effective than ever before.
- Continue with consistent social media posts. Also, take a close look at other available platforms. Are arborists using LinkedIn? We've seen networks grow quickly on LinkedIn. Are there any other new platforms influencing your audience?
- Update your annual content marketing calendar.
- Update your welcome video and messages.
- Assess and re-prioritize your presence at conferences and events. Continue to ensure that your efforts are giving you both visibility and real access to members and prospects. Pursue related speaking opportunities.
- Negotiate additional member discounts and promote your enhanced benefits (negotiated partner discounts).
- Expand your outreach to student members.
- Refine your Membership Campaigns/Sales Funnels. Which lead generators have been most effective? Who can lend their expertise to write more? that add email addresses to your lists. Offer "behind the scenes" and exclusive opportunities for existing members
- Continue with your Volunteer Appreciation Campaign.
- Expand Digital Advertising to Support Membership Campaigns.
- Regularly distribute press releases to media outlets statewide.
- Contribute content to publications and blogs or appear on podcasts aligned with your target audience.

# CONCLUSION:

## A NOTE FROM ELAINE & JOY

This plan contains a lot of information. A lot. And we recognize this. What we want to do is give you sound options that we know will help you achieve your membership goals.

You hereby have permission to choose only the strategies and tactics that fit comfortably with your staff, volunteers, board members, and their skill sets. You won't be able to do everything at once, but you *will* be able to choose approaches that, when used consistently, will deliver results.

Please reach out to us with any questions about this plan and our recommendations.

We have enjoyed working with you and helping you create a strong, three-year plan for growth.

And of course, if you need help with implementation, we would love to be involved.

*Thank you again, and best wishes for your growth and success!*