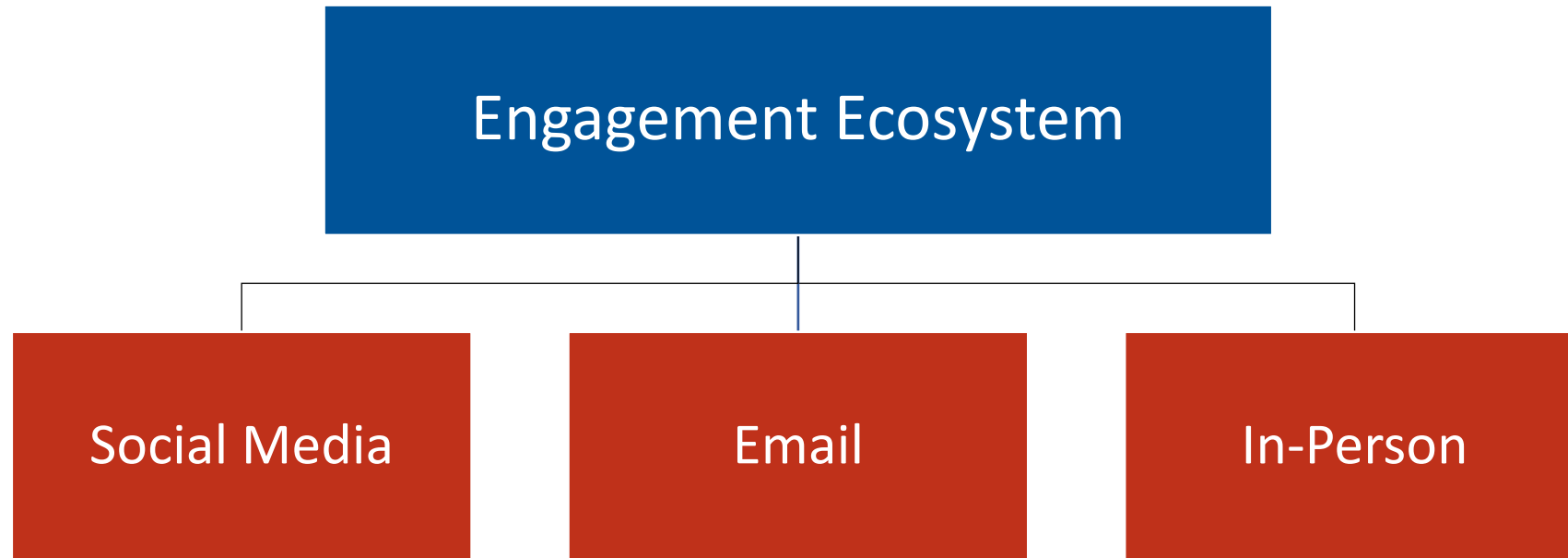




Council for  
Exceptional  
Children

**Advanced Membership Strategies:  
When, Why, and How to Launch  
Your Own Campaign**



**The best engagement comes from three angles.**

Don't just rely on your success from one platform. You need to engage people meaningfully from all angles. If you don't, they will not engage fully with you.

When should you start engaging your members?

**IMMEDIATELY!**

(or at least in the first 1-2 days after joining)



Why you should engage your members:

- Encourages them to engage with you regularly
- Provides a direct point of contact for questions
- Creates a dialogue between you and the member
- Provides context and support to them
  - Pssst: this is part of your value proposition!
- **Most importantly – it gives them a reason to WANT to renew their membership with you and CEC!**

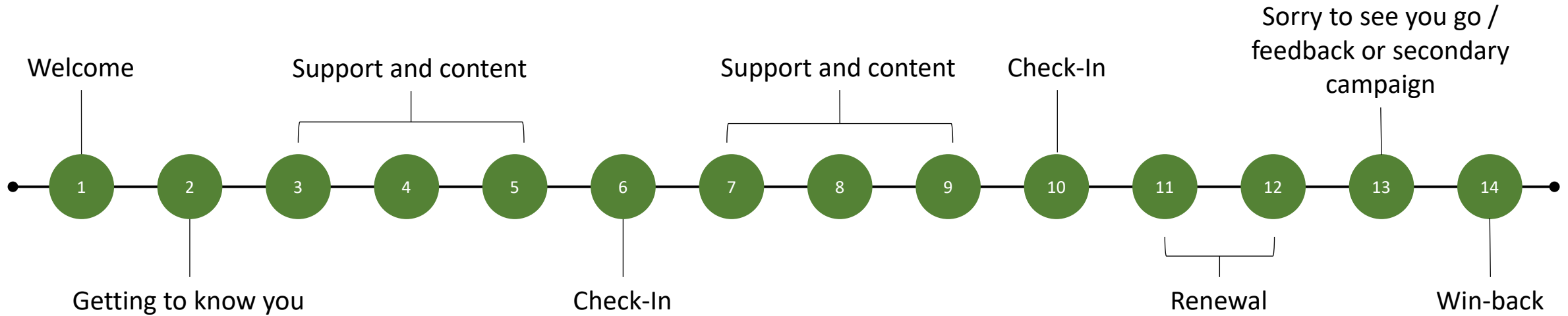
Starts off with a solid welcome email

Engages consistently with resources and tools

Shows direct relevance to the member's needs

Solicits feedback at key points

Provides a direct link to resources during renewals



### Key Considerations:

- Always start with a strong welcome email. Send the welcome email within the first 1-2 days after joining, even on weekends.
- Consistently show your value proposition by delivering emails that directly relate to their membership.
- Do check-ins at least 6 months into the membership and just before the renewal notice comes out.
- Ask for feedback at the end of the membership and include a special offer (if necessary).
- Try to bring them back to membership with a win-back email or campaign.
- Keep in compliance with email spam laws (CAN SPAM Act) and limit the amount of time non-members receive emails from you.

Keep it simple

Get to the point

Directly address  
your resources

Invite them to  
engage with you

Be consistent

### **ABOVE ALL ELSE, REMOVE THE BARRIERS TO ENGAGEMENT!**

- Take a journal article and download it and put it in Dropbox (or other system). Provide a direct, view-only link to that resource.
- If you can avoid a login, then do that. If you can't, then give them a compelling reason to *want* to login.

To: John Doe  
From: Division (Acronym)  
Subject: Welcome to (Acronym) – we're glad you're here!

Dear John,

We're so happy to have you as a member of Division (DIV) and to support your work. (DIV) is focused on providing professional resources on the topic of [TOPIC]. We support you with resources such as:

- Access to our professional journal, *JOURNAL NAME*;
- Monthly webinars that focus on providing you the latest information on [TOPIC]; and
- A vibrant online community forum for professional networking, knowledge exchange, and collaboration.

We'd like to invite you to our upcoming event, [EVENT NAME], on [DATE] at the [LOCATION]. At this event, we'll be discussing [TOPIC] and would enjoy introducing you to some of your fellow members. You can learn more and register by [clicking here](#).

Be sure to add us to your Safe Sender List ([instructions](#)) so you don't miss a beat with your membership.

We look forward to supporting you and hope to see you soon at one of our events. Have a great day!

Sincerely,  
[NAME]  
[TITLE]  
[DIVISION NAME]

← Includes their membership information and links to their profile and Member Services.

← Friendly welcome that gets right to the point. Has a line that says “I remember you said your interest was in [TOPIC], so here’s an article I thought you’d find interesting.” **This provides context and shows that we’re listening!**

← Includes two journal articles, one from each of our journals.

← Provides a short summary or abstract of the article.

← Has a login-free, view-only link to the article.

← Invites them to keep reading other journal articles via login.

← Standard boilerplate sign-off with links to social media and our address.



view and email in your browser

**Council for Exceptional Children**

Your association. Your professional home.

# Membership

Your Member ID	Member Since	Next Renewal
%%REMOTE_ID%%	%%MemberStartDate%%	%%MemberExpirationDate%%

[Access Your CEC Member Profile](#) [Visit the Customer Support Center](#)

Hi %%FirstName%%,

Your CEC membership comes with exclusive members-only discounts to the CEC Store. Whether you're looking for a publication, want to purchase some swag, or just want to see what we have, it's available to you 24/7. Check it out today!

I chose a couple of publications based around autism that I think you might find interesting:

**A Guide to Teaching Students With Autism Spectrum Disorders**

by Darlene E. Pomeroy and Marisa E. DeLore

This book is a must-have resource for all special educators and general educators who work with students with autism spectrum disorders (ASD). The strategies and teaching techniques discussed here are those that have shown great promise in helping students with ASD to succeed. Each chapter provides teachers with practical information about how to approach the tasks of determining what to teach and how to teach, with clearly defined steps for implementation. This invaluable volume offers teachers state-of-the-art knowledge on how to help students with ASD succeed.

Non-Member <b>\$30.95</b>	Members Only <b>\$25.95</b>	<a href="#">Learn More</a>
------------------------------	--------------------------------	----------------------------

← Includes their membership information and links to their profile and Member Services.

← Friendly welcome that gets right to the point.

← Provides an overview of the publication:

- Book image
- Book name in bold
- Summary from the website

← Provides non-member and member pricing with a direct link to the resource.

The screenshot shows an email header for the Council for Exceptional Children with the subject 'Membership'. The header includes a table with columns for 'Your Member ID', 'Member Since', and 'Next Renewal'. Below the header are two links: 'Access Your CEC Member Profile' and 'Visit the Customer Support Center'. The main body of the email starts with a personalized greeting 'Hi %%FirstName%%,' followed by a friendly message about membership renewal. It then asks for feedback with three smiley face icons (happy, neutral, sad). Below this are two call-to-action boxes: 'Verify Your Email Settings' and 'Update Your Demographics', each with a 'Time Required' field and a 'Verify Now' or 'Explore Now' button. The email concludes with a sign-off from Kevin Jacobs, Membership Manager, and a footer with contact information and social media links.

← Includes their membership information and links to their profile and Member Services.

← Friendly welcome that gets right to the point

← Easy to understand, visual feedback icons that are gender, race, and ethnically neutral.

← Encourages them to update their information so we have the most accurate details. Provides a time estimation to show how easy and time-limited each activity involves.

← Friendly sign-off with standard boilerplate language.

Platform	Free Option?	Nonprofit Pricing?
Mailchimp	Yes!	Yes!
GetResponse	Yes!	Yes!
Mailerlite	Yes!	Yes!
Brevo	Yes!	Unknown
Constant Contact	No	Yes!
Active Campaign	No	Yes!
Moosend	No	Yes!
PropFuel	No	Yes!

**Best Overall Starter Option**



## Don't just "wing it" – make an actionable plan to contact members at key points in their membership year.



### Campaign Details

#### Campaign Overview

A three-month campaign to engage members over the summer using general member resources and engagement tools.

Campaign Start	Campaign End	Target Audience	Total Budget	Goal
06/01/2023	09/30/2023	Members	N/A	N/A

#### Expense Table

Platform	Budget	Actual	Variance	Notes
Twitter	\$0			
Facebook	\$0			
Instagram	\$0			
LinkedIn	\$0			
<b>TOTAL</b>	<b>\$0</b>			

#### Audience Targeting

- N/A

Complete A/B Testing? No.

#### Social Media Outreach

Platform	Date	Collateral and/or Text	Notes
Twitter (AM) Facebook LinkedIn Instagram	06/01/2023	Ready. Set. SUMMER! Take 3 minutes to reflect on 3 things you can do this summer to <u>get you</u> ready for the school year. #specialeducation #3things3minutes #CECHQ #CECmembership  <a href="https://exceptionalchildren.org/blog/3-questions-special-education-teachers-ask-themselves-summer">https://exceptionalchildren.org/blog/3-questions-special-education-teachers-ask-themselves-summer</a> <a href="https://bit.ly/3qhzWWZ">https://bit.ly/3qhzWWZ</a>	Image 1
Twitter (PM) Facebook LinkedIn Instagram	06/14/2023	Let's take a #roadtrip—read about Sean Phelan's inclusion-based summer road trip to DC! #roadtrip #specialeducation #CECHQ #CECmembership  <a href="https://exceptionalchildren.org/blog/road-trip-inclusion">https://exceptionalchildren.org/blog/road-trip-inclusion</a>	Image 2
Twitter (AM) Facebook LinkedIn Instagram	06/14/2023	Your voice matters. Together we can achieve a better future for #specialeducation. Help us push it forward when you #takeaction to let Congress and @WhiteHouse know that special education matters! Add your name today at <a href="https://exceptionalchildren.org/takeaction">https://exceptionalchildren.org/takeaction</a>  #specialeducation #CECmembership	Image 3

← A general overview of the campaign.

← Campaign details (start/end dates, target audience, etc.)

← Social media ad campaign table (expenses).

← Advanced targeting and A/B testing criteria.

← Actual campaign information, including platform, date, text, hashtags, and image links.

## Campaign Overview

A three-month campaign to engage members over the summer using general member resources and engagement tools.

Campaign Start	Campaign End	Target Audience	Total Budget	Goal
06/01/2023	09/30/2023	Members	N/A	N/A

## Expense Table

Platform	Budget	Actual	Variance	Notes
Twitter	\$0			
Facebook	\$0			
Instagram	\$0			
LinkedIn	\$0			
<b>TOTAL</b>	<b>\$0</b>			

## Audience Targeting


- N/A

Complete A/B Testing? No.

It doesn't have to be complicated. Just detailed!


## Social Media Outreach


Platform	Date	Collateral and/or Text	Notes
Twitter (AM) Facebook LinkedIn Instagram	06/01/2023	<p>Ready. Set. SUMMER! Take 3 minutes to reflect on 3 things you can do this summer to <u>get you</u> ready for the school year. #specialeducation #3things3minutes #CECHQ #CECmembership</p> <p><a href="https://exceptionalchildren.org/blog/3-questions-special-education-teachers-ask-themselves-summer">https://exceptionalchildren.org/blog/3-questions-special-education-teachers-ask-themselves-summer</a>  <a href="https://bit.ly/3qhzWWZ">https://bit.ly/3qhzWWZ</a></p>	Image 1
Twitter (PM) Facebook LinkedIn Instagram	06/14/2023	<p>Let's take a #roadtrip — read about Sean Phelan's inclusion-based summer road trip to DC! #roadtrip #specialeducation #CECHQ #CECmembership</p> <p><a href="https://exceptionalchildren.org/blog/road-trip-inclusion">https://exceptionalchildren.org/blog/road-trip-inclusion</a></p>	Image 2
Twitter (AM) Facebook LinkedIn Instagram	06/14/2023	<p>Your voice matters. Together we can achieve a better future for #specialeducation. Help us push it forward when you #takeaction to let Congress and @WhiteHouse know that special education matters! Add your name today at <a href="https://exceptionalchildren.org/takeaction">https://exceptionalchildren.org/takeaction</a></p> <p>#specialeducation #CECmembership</p>	Image 3



**Council for Exceptional Children**  
@CECMembership

Ready. Set. SUMMER! Take 3 minutes to reflect on 3 things you can do this summer to get you ready for the school year - [bit.ly/3qhzWWZ](https://bit.ly/3qhzWWZ)  
 #SpecialEducation #3things3minutes #CECHQ #CECmembership  
 P.S. who else wants to be the rubber duck on the float with this cute dog? 🐾





**Council for Exceptional Children**


Take 3 minutes to reflect on 3 things you can do this summer to get you ready for the next school year.



**Council for Exceptional Children**  
@CECMembership

Ready. Set. SUMMER! Take 3 minutes to reflect on 3 things you can do this summer to get you ready for the school year - [bit.ly/3qhzWWZ](https://bit.ly/3qhzWWZ)  
#SpecialEducation #3things3minutes #CECHQ #CECmembership  
P.S. who else wants to be the rubber duck on the float with this cute dog? 🐾

Ready. Set. Summer!

 Council for Exceptional Children  
ALT

Take 3 minutes to reflect on 3 things you can do this summer to get you ready for the next school year.

← A short, to-the-point text that provides a call to action.

← A fun image that ties back to the call to action.

← Large text for those that have visual impairments.

← Alt text for those that require technological assistance.



Account tiers start at \$99 and include 10 social media accounts.

Nonprofit discount available.

Great for those with more flexible budgets and/or paid staff.

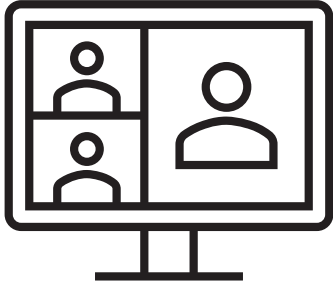


Account tiers start at \$0 and include 3 social media accounts.

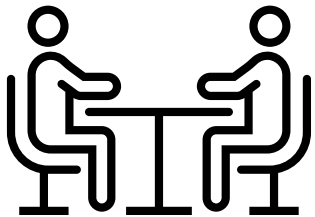
Nonprofit discount available.

Great for those with limited budgets and resources. Great starting tool.





- Host a happy hour at a local restaurant or bar (supports small business!)
- Have a monthly breakfast seminar
- Host a monthly virtual mixer event
- Have a topic-based live seminar
- Invite a guest speaker, lecturer, researcher, or author
- Broadcast a live webinar from CEC
- Give a first-year member discount
- Recruit members from your local Chamber of Commerce
- Partner with an affiliated organization to host a joint event
- Have a mini-conference (one day)



**Don't just rely on email or social media!**

***PARTNER  
RESELLER  
PROGRAM***



# \$5 per-person

you recruit, retain, or renew!

This money is in addition to the money CEC already sends you. You can use it at your organization's discretion; it's up to you!

- Operational expenses
- Program expenses
- Use it to gift membership to an educator
- Create a scholarship fund, etc.

## Program Requirements:

- Must notify CEC at least 30-days in advance using our program application.
- Must be tied to an event or membership drive.
- CEC will bill you, *not the member*, for the dues.
- Data must be submitted using our form.
- Data must be submitted in our custom portal.

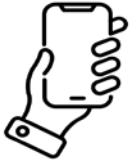
## Rebate Information:

- Rebates issued 30 days after members are activated.
- All rebates less than \$100 automatically applied as a transaction credit; no check issued.
- Incomplete submissions may delay rebate processing.

Apply online at

[www.exceptionalchildren.org/prpapp](http://www.exceptionalchildren.org/prpapp)





(888) 232-7733 (Toll Free)  
(703) 620-3660 (International)  
*or call using your Telecommunications Relay Provider*



[exceptionalchildren.org](https://exceptionalchildren.org)



[exceptionalchildren.org/help](https://exceptionalchildren.org/help)



[service@exceptionalchildren.org](mailto:service@exceptionalchildren.org)

Thank  
You