



ANNUAL CHAPTER MEMBERSHIP CAMPAIGN

CHAPTER TEAM: MEMBERSHIP

OBJECTIVE: TO GROW MEMBERSHIP

All chapters are given the opportunity to request one (1) membership discount code per calendar year (January to December) to help drive new membership to the chapter.

ACQUISITION CAMPAIGN DETAILS:

- Recommended to run campaign around a chapter event and/or develop a 30-day communication plan across all communication channels.
- Suggested to begin campaign One (1) week before event starts to two (2) weeks after event ends.
- A campaign can run for more than 30 days but the discount code will only be eligible for use for a 30-day period.

DISCOUNT CODE DETAILS:

- Length of discount code: 30 days
- Discount: Applies to new Preferred or Premier level memberships. Not eligible for promotion: Renewals, Essential level memberships, Retired, Faculty or Student Memberships.
- The discount code can NOT be extended under any circumstances.

CONTACT: Your Chapter's Member Engagement Representative or MPI Member Services feedback@mpi.org for more information or to request your code