Membership & Marketing

They go hand in hand!
Who we are

Liza Godsil
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Seattle Chapter Member
2nd Year as International Membership Chair

Anna Tompkins
Director of Marketing, Atlantic Recycling Group
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Mid Atlantic Chapter Member
2nd Year as International Marketing Chair
Membership!

What is the First Rule of Membership??

Membership is EVERYONE’S Responsibility!
2020 Key Membership Dates

• January 30\textsuperscript{th} – All Board Members Must Have Memberships Dues Paid
• April 30\textsuperscript{th} – Drawing for Membership Campaign
• June 5\textsuperscript{th} – Continuous Service Award Deadline
• Sept. 1\textsuperscript{st} – Chapter 2021 Membership Goal Due
• Sept. 30\textsuperscript{th} – 2020 Membership Drive Ends
• Oct. 1\textsuperscript{st} – 2021 Membership Year Begins!
Member Retention!
(a.k.a. Renewals!)

What is AWMI’s Membership Retention Goal??

80%

What was Your Chapter’s 2019 Retention Rate??
2020 RENEWALS!!

• A Key Part of Renewals are Your Programs
  • Having your 2020 calendar set by Jan. 1st (or before) is a great tool to get your members excited to renew their membership!

• Use Your Data Base!!
  • Go through your 2019 list member-by-member at a board meeting and divide it up to share responsibility

• Start Calling Now & Don’t Rely on Emails Alone
  • Reach out – Make a connection – Make it personal
Questions?
Marketing / Social Media Discussion
BRANDING

ITS MORE THAN CORNERSTONES....
• Grow
• Educate
• Mentor
• Network

OUR VALUES
• Professional
• Educational
• Diversity
• Integrity
• Fun
BUILDING OUR BRAND

THE OBVIOUS
• Social Media
• Meetings
• Newsletters
• Events
• Tradeshows
• Conferences
• Business cards
• Invitations

THESE MATTER TOO...
• Merchandise (USEFUL)
• Calendars (ACCURATE)
• Membership Packets (HELPFUL)
• E-Mail Signatures (AUTOMATIC)
In a study titled “Impact of color on marketing,” researchers found that up to 90% of snap judgments made about products can be based on color alone, depending on the product. Regarding the role that color plays in branding, results show that the relationship between brands and color hinges on the perceived appropriateness of the color being used for the particular brand (does the color “fit” what is being sold?).
Men’s and women’s favorite colors
YOUR NEW WEBSITE

www.awmi.org
GOALS

❖ User friendly
❖ Mobile device compatibility
❖ Contemporary feel
❖ Enhanced features for Chapter
❖ Back-end control for AWMI (analytics, editing, SEO)
TRADESHOWS
@AWMIsocialmedia
#awmi2019
#womeninmetals
#awmisocialmedia

Marissa Charlton of SMS Group
Marissa.Charlton@SMS-group.com
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Gabrielle Ullrich of Midrex
gullrich@midrex.com
Linked In

#awmi2019
#womeninmetals

Amy Beard of Quaker Chemical
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Currently looking for help with Facebook! Interested? Let Anna know!!

atompkins@scraparg.com
AWMI Headquarters is the official Facebook page for AWMI. From the Headquarters page you can then find your Chapters “group” which has been created for your Chapter.