

Membership Development & Communications Book: Ad 2 Hawai'i

Membership Goals

As Ad 2 Hawai'i, our membership goals encompass recruitment, retention, and involvement, with the aim of fostering a thriving and engaged community within our club. The soft goal established during our board introductory meeting was to surpass 40 members, encompassing both professional members, student members, and sponsored members. I am pleased to announce that we have achieved our goal, as we currently boast a membership of 43 individuals.

Recruitment

To attract new members, we've implemented strategic initiatives such as signature socials, casual pau hana events, and are planning specialized workshops with WaiWai Collective targeting individuals interested in the advertising industry. By showcasing the value of membership through networking opportunities, educational resources, and professional development, we've successfully recruited a diverse array of individuals passionate about advertising and marketing.

Recruitment for the organization included a new approach of cold messaging our connections on LinkedIn for the first time. This resulted in the formation of a brand new board of directors, where 13 out of the 16 board members for this term were recruited through cold messaging, with only 3 board members having prior involvement on the board and 9 board members having no previous involvement in the organization before recruitment efforts (Exhibit 1).

Throughout the term, our organization also lost touch with some connections with various clubs at the University of Hawaii at Manoa, which constitute the majority of graduates in the local advertising industry. To address this, we made efforts to reconnect with these clubs on campus and successfully reestablished connections with clubs such as the American Marketing Association, Delta Sigma Pi, and

International Business Organization. With some of these clubs, we participated in assisting their members with professionalism, resume writing, and portfolio consultation (Exhibit 2).

Retention

Our focus on member engagement and satisfaction has been instrumental in retaining our existing members. Through regular communication, meaningful programming, and opportunities for involvement, we've cultivated a sense of belonging and camaraderie within our club, encouraging members to renew their memberships and remain active participants in our community. Membership burnout was evident within our organization, particularly noticeable after the months of November and December. Historically, we hosted events during these months, coinciding with holiday travel for many members, resulting in decreased participation. To address this issue and increase membership retention, we made a commitment to pause events during these periods. Thus far, this strategy has proven successful, with only 2 lapsed memberships in our organization (Exhibit 3).

Involvement

We've prioritized member involvement by providing various avenues for participation, including serving on committees and contributing to project teams for our Public Service Campaign. This also includes By empowering our members to take on leadership roles and contribute their skills and expertise, we've fostered a culture of collaboration and mutual support, driving increased engagement and investment in our club's activities.

Additionally, our organization hosted various events such as our signature socials, casual pau hanas, and collaborative events with AAF Hawaii, such as karaoke nights, ping pong tournaments, and trivia nights. Furthermore, we planned community-related events in partnership with WaiWai Collective, including our Shots for Success event and our Best Marketing Practices seminar tailored for small businesses in Hawaii.

Achievement of Goals

Our membership goals have been achieved through a combination of projects/programs, member feedback, club operations, and communications efforts.

As mentioned previously, the soft goal established during our board introductory meeting was to surpass 40 members, including professional members, student members, and sponsored members. I am pleased to announce that we have achieved our goal, as we currently boast a membership of 43 individuals.

Additionally, we have successfully met our attendance goals for the majority of our events, with an average of 10 attendees for casual pau hanas and an average of 25 attendees for signature socials.

Projects/Programs

Events such as signature socials, casual pau hana gatherings, and specialized workshops have served as key recruitment and retention tools, offering valuable networking opportunities and educational content to both members and prospective members.

Member Feedback

Regular solicitation of member feedback through surveys, focus groups, and one-on-one conversations has allowed us to identify areas for improvement and tailor our programming to better meet the needs and interests of our members.

Club Operations

Efficient and transparent club operations, including streamlined membership processes, clear communication channels, and responsive leadership, have contributed to a positive member experience and enhanced overall satisfaction.

Communications:

Our communication materials have played a crucial role in promoting member engagement, recruiting new members, and showcasing the value of membership in Ad 2 Hawai'i.

This year, our primary communication platforms included MailChimp for our monthly email marketing campaigns and occasional event reminders, which reached over 1,000 contacts within Hawaii's advertising industry. We utilized Instagram for our dedicated members, who received event reminders through timeline and story posts. Additionally, we relied on Eventbrite for hosting event information and registrations.

Although we initially underutilized LinkedIn for event promotion in previous terms, following a disappointing turnout for our second casual pau hana event with only two attendees, our team collectively decided to leverage LinkedIn for posting events and sending personal invitations to increase event attendance (Exhibit 4).

Regular Communication with Members

Through channels such as email newsletters, social media posts, and website updates, we've maintained regular communication with our members, keeping them informed about upcoming events, opportunities for involvement, and club news. Another initiative we launched this term was the creation of an #introductions channel within our Slack workspace. This decision stemmed from our observation of considerable inactivity among non-board members in our Slack community. The new channel provided an avenue for new members to introduce themselves and connect with others in the organization. We were pleased to see significant participation in this initiative, resulting in an uptick in member onboarding onto our Slack platform.

Event or Meeting Promotions and Announcements

Strategically crafted promotional materials, including event flyers, social media graphics, and email campaigns, have effectively promoted our events and meetings, driving attendance and participation.

Communication with Nonmembers

Targeted outreach efforts, such as personalized invitations and social media advertising through LinkedIn, have successfully attracted nonmembers to our events and encouraged them to explore the benefits of membership in Ad 2 Hawai'i.

Self-Promotion

By highlighting our club's achievements, community impact, and member success stories, we've effectively promoted Ad 2 Hawai'i to both internal and external audiences, enhancing our reputation and visibility within the advertising industry.

Others

Additional communication vehicles, such as press releases, telephone scripts, and broadcast announcements, have been utilized to disseminate important information and enhance our club's communication efforts.

Conclusion

Through a comprehensive approach to membership development and communications, Ad 2 Hawai'i has achieved significant success in recruiting, retaining, and engaging members, ultimately strengthening our club and advancing the advertising profession in Hawai'i. We remain committed to continuing these efforts and exploring new opportunities for growth and innovation in the years to come.

Exhibit 1



13 out of the 16 board members depicted here were cold-messaged recruited to introduce new, diverse ideas and talents for the term. Only 3 board members in this photo had prior involvement in the organization as board members in previous years. Additionally, 9 board members in this photo had no prior involvement with the Ad 2 organization before recruitment.

Exhibit 2



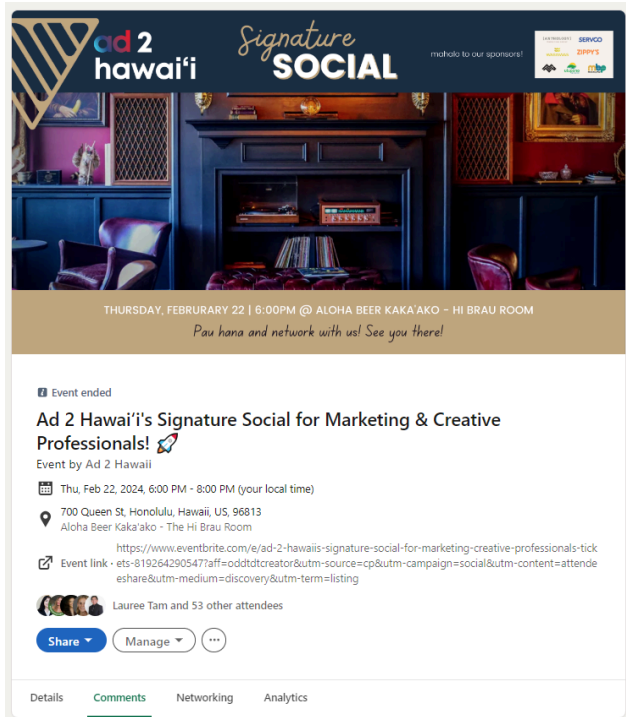
Several of our board members took part in different 'Professional Interaction Nights' hosted by clubs such as Delta Sigma Pi, the American Marketing Association, and the International Business Organization at the Shidler College of Business. The objective was to impart valuable insights to aspiring college students interested in entering the marketing field, covering topics including interviewing techniques, professionalism, resume writing, and portfolio building.

Exhibit 3

Level	Total	Active	Renewal overdue	Lapsed
AAF Hawai'i Sponsorship	5	5	-	-
Ad 2 Hawai'i Sponsorship	17	17	-	-
Board	15	15	-	-
Professional	6	5	1	1
Student	1	-	-	-
Total	44	42	1	1

A screenshot of our membership database on the WildApricot platform. I am delighted to inform you that our organization has only 2 lapsed memberships, and we have successfully surpassed our goal of reaching 40 members in the club.

Exhibit 4



Our organization revisited using LinkedIn as a platform to host event information and invite colleagues to events. As shown here, we had 53 registered attendees, a significant improvement following a poor turnout for one of our Casual Pau Hana events.