



NEW MEMBER WORKSHOP

Evolve 2024





OUR 1 YEAR
RETENTION IS 50%





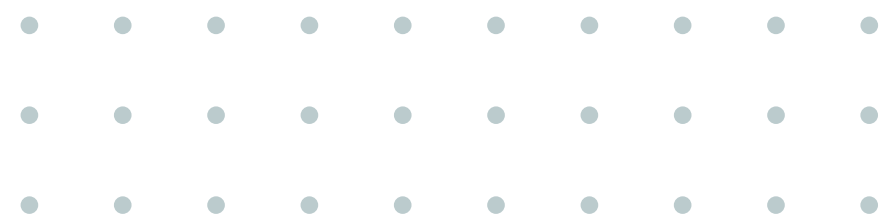
0 1. LACK OF VALUE

0 2. LACK OF PERSONAL
RELATIONSHIPS

0 3. NOT CONNECTED TO THE
ORGANIZATION

0 4. NOT INFORMED

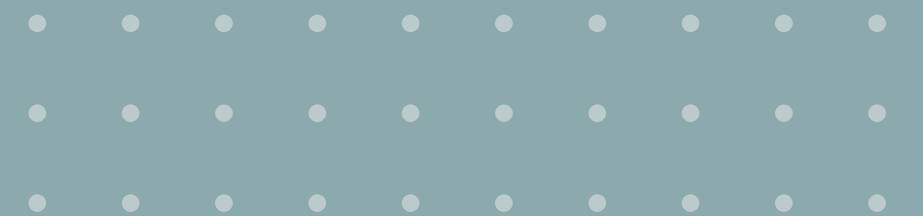
WHY?





CAN WE SOLVE IT?

Yes, but it takes nurturing these members



THE STRATEGY

Month 1

Welcome

Goals:

- Membership Survey
- Make them feel welcome

****From The President****

Programs

Goals:

- Register for the next meeting
- Plan ahead with list of meetings
- Plan ahead for the special meetings

****From the Programs Director****

Involvement

Goals:

- Get them involved at the chapter level

****From the Membership Director****

National

Goals:

- Showcase the member benefits on the national level

****From the President****

STRATEGY CONT.

Long Term

6 Months

Goals:

- Register for the next meeting
- Encourage them to get involved by sponsoring
- Plan ahead with list of meetings
- To remind them they are a member!

****From The Vice-President****

1 Year

Goals:

- To say Happy One Year!
- Remind them of their benefits
- To make them not feel like a number

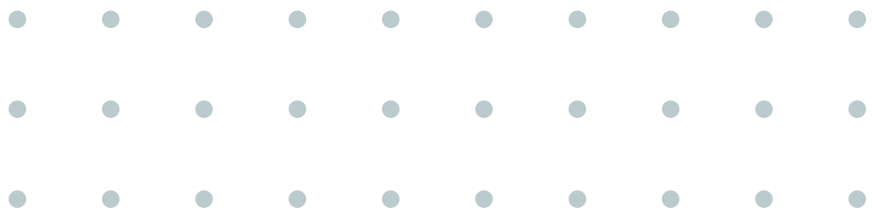
****From The President****



“THAT SOUNDS
NICE, BUT...”



DON'T WORRY! WE
HAVE TEMPLATES!



0 1.

WELCOME



DOCUMENTS WE NEED TO CREATE FIRST:

Member Survey

Questions Responses Settings

New Member Welcome
We want to know more about you and how we can help you make the most of your membership!

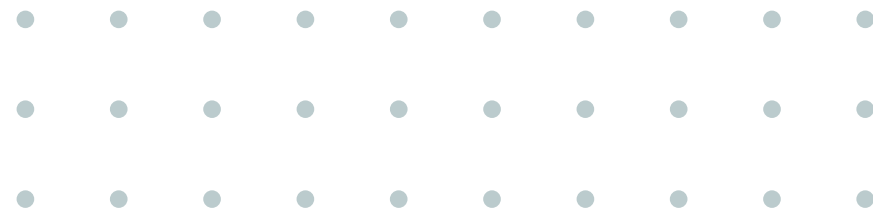
First and Last Name
Short answer text

Company Name
Short answer text

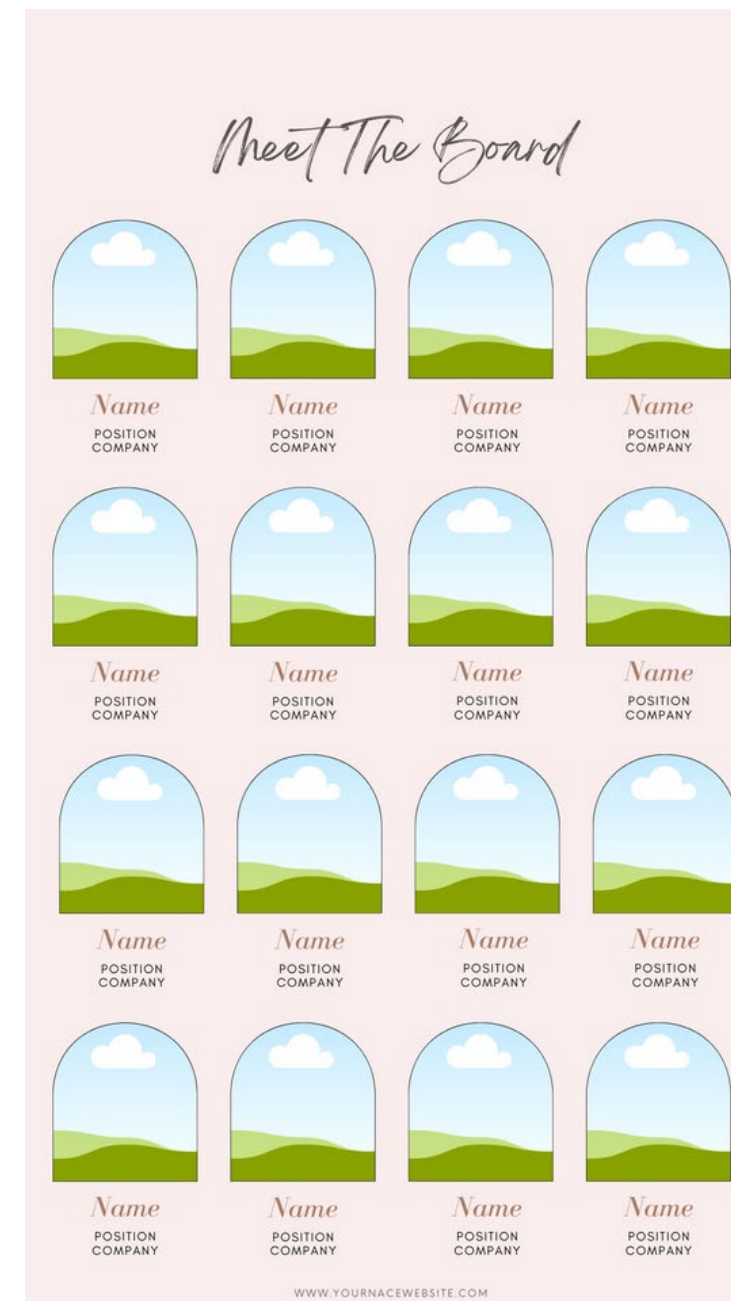
Job Title
Short answer text

Best way to contact you
 Option 1

What is your mailing address?
Long answer text

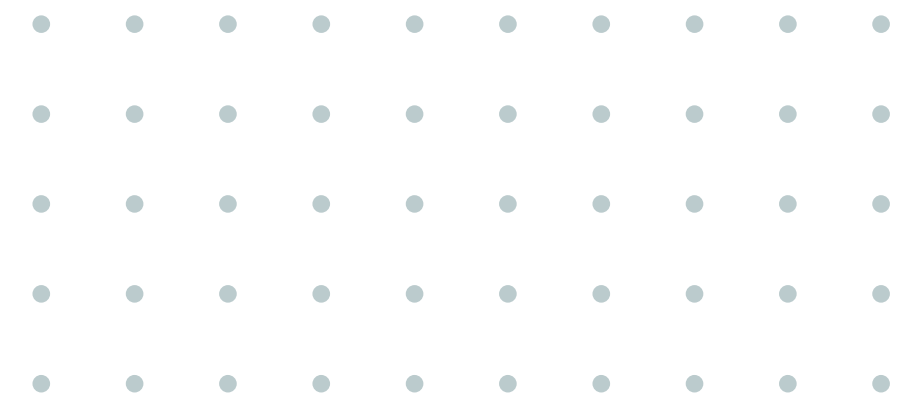
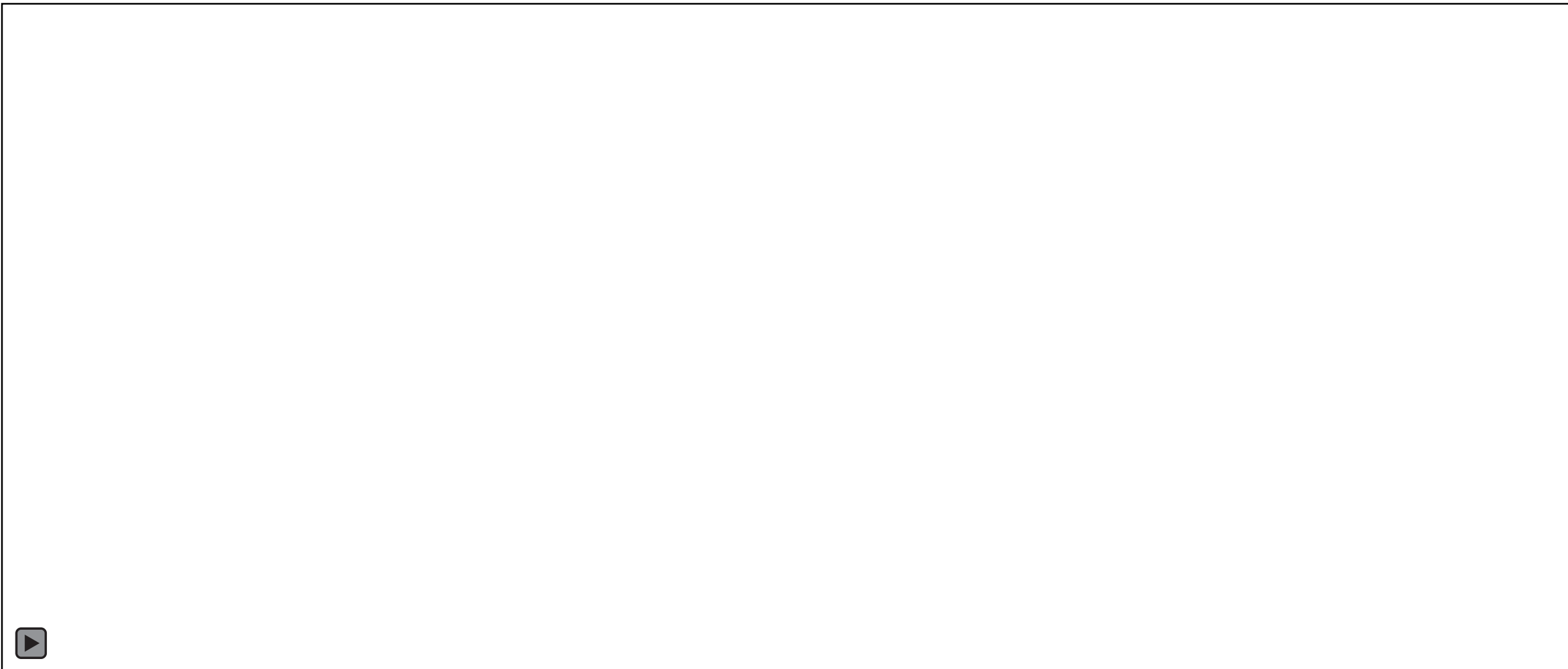


Meet the Board (or a link)



Create the Survey

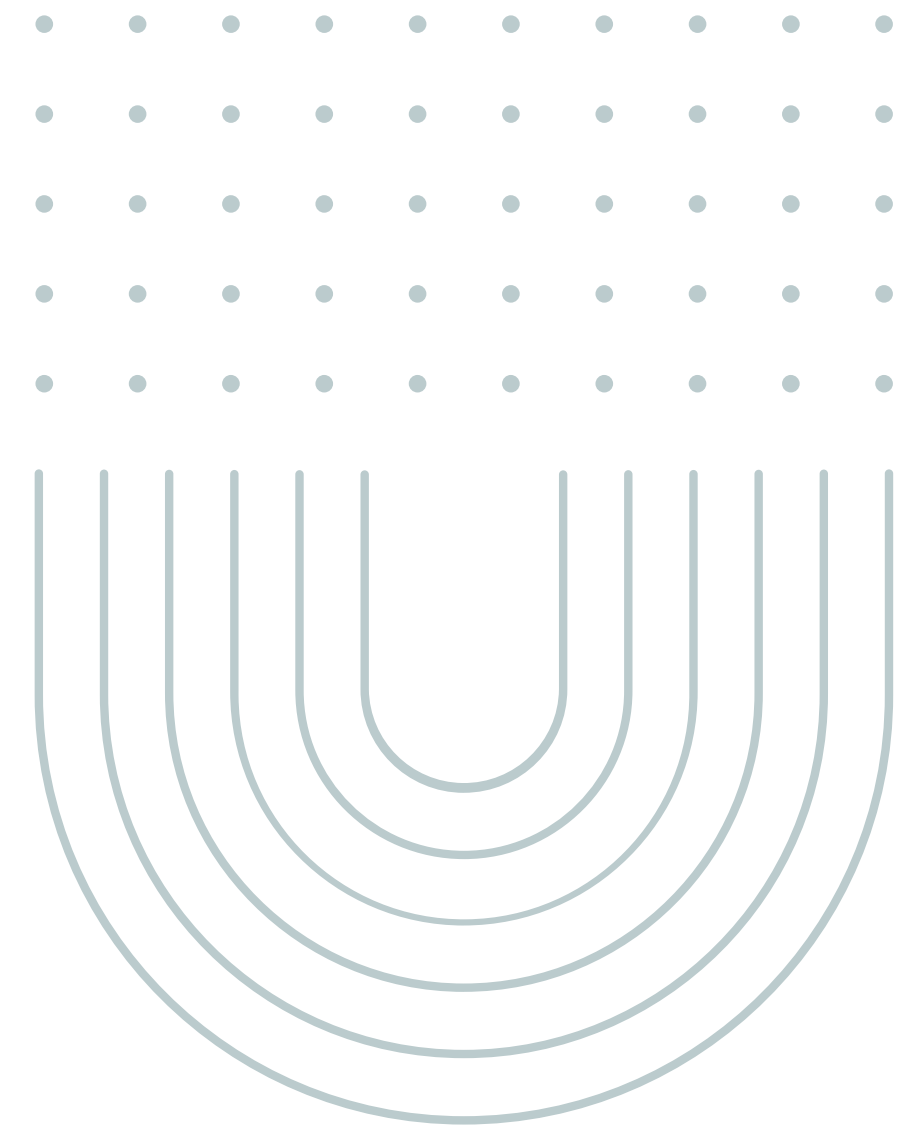
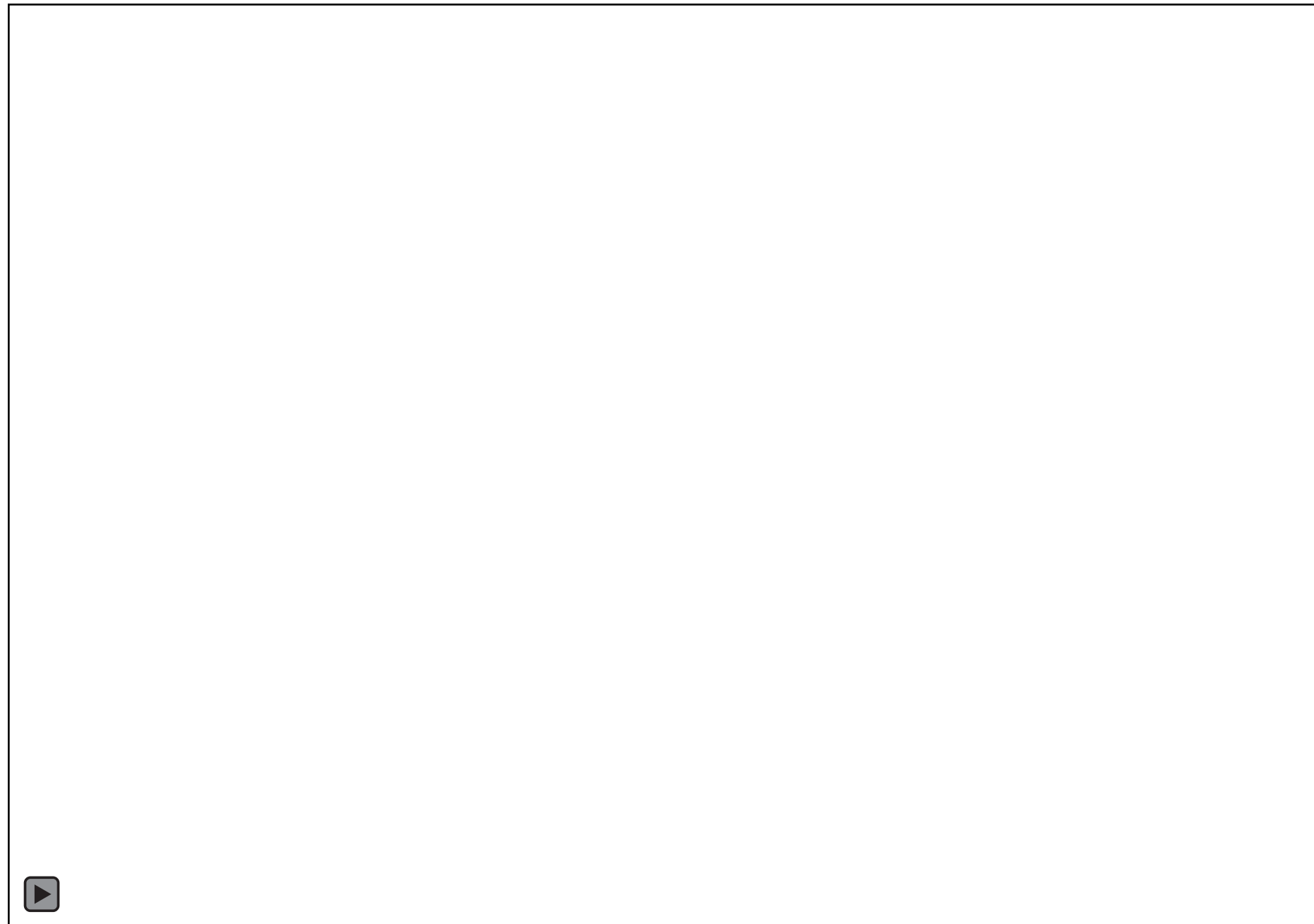
- Make a copy of the example and edit/change questions that your chapter wants
- Get the shareable link for your survey



MEMBER
SURVEY

Meet the Board

- Add Pictures, Titles and Descriptions. Link emails to their names
- Download as a PDF (NOT PNG)
- Upload into Google Drive or Dropbox



MEET THE
BOARD



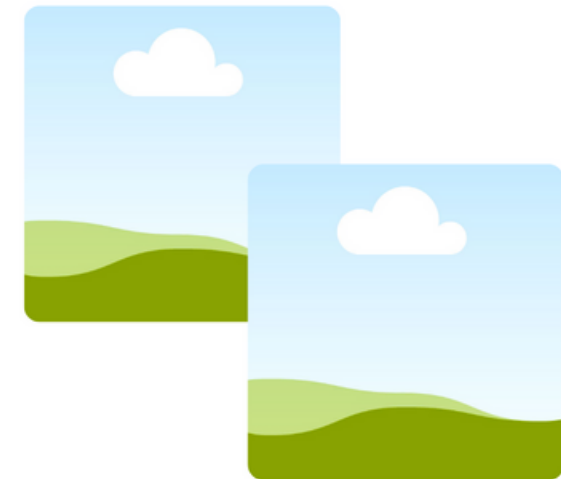
INSERT YOUR LOGO



**HI THERE
FRIEND!**

I AM SO EXCITED TO WELCOME
YOU TO TRIANGLE NACE!

PICK 2 PICTURES OF YOUR
CHAPTER



LINK YOUR BOARD DOC
OR PAGE FROM YOUR SITE

MEET YOUR BOARD!

We are stoked to have you as a member of our chapter! Not only are we a really fun group - but we are truly the best of the best in the industry. We support one another while producing some amazing events together. There is so much that we offer that it would be overwhelming in one e-mail. Over the next month- you will hear from some of our board members and learn what being a member is all about and how you can get involved! I can't wait to see you at our next meeting!

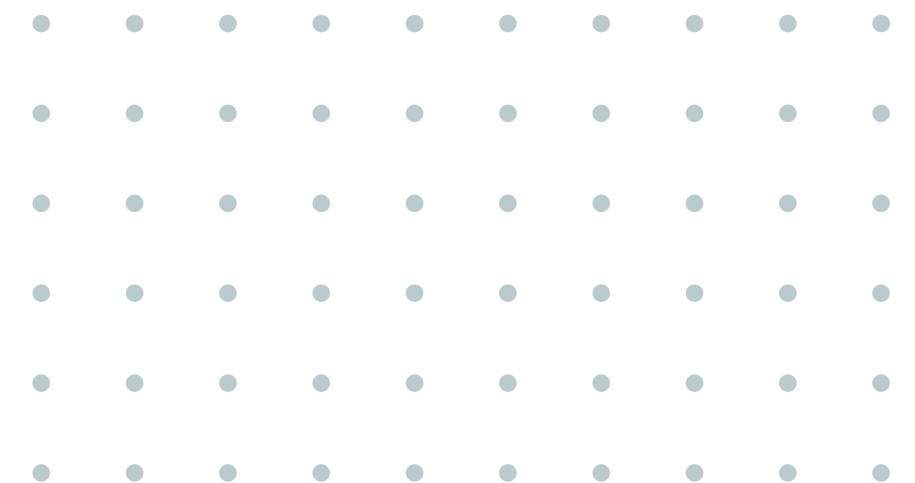
WRITE A WELCOME

SPEAK SOON, FRIEND

President's Name Here

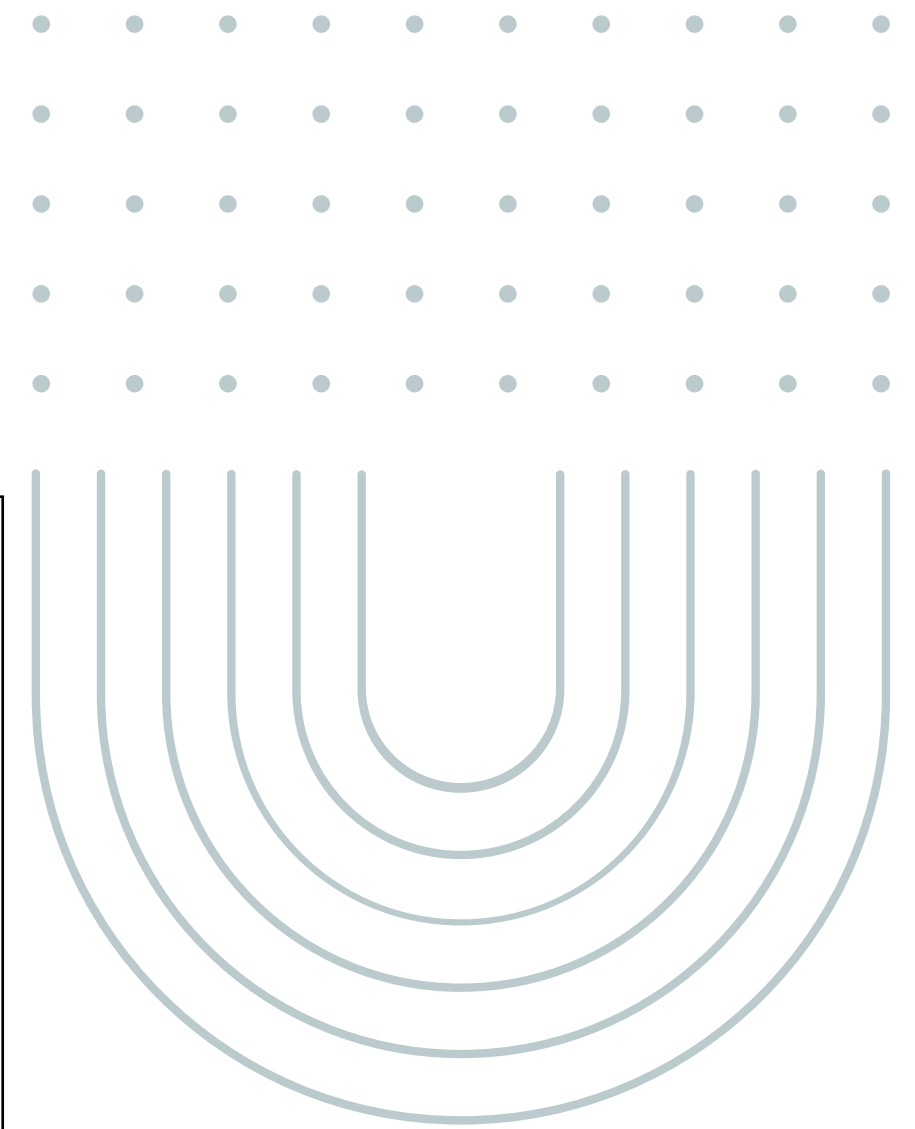
CREATE AND CONNECT
YOUR MEMBER SURVEY

WE WOULD LOVE TO HEAR WHY YOU JOINED NACE



Connect the Survey and Board Doc

- Click on the bubble shape
- Click on the 3 dots
- Click Edit Link
- Enter your link
- Click Done
- Check it



02.

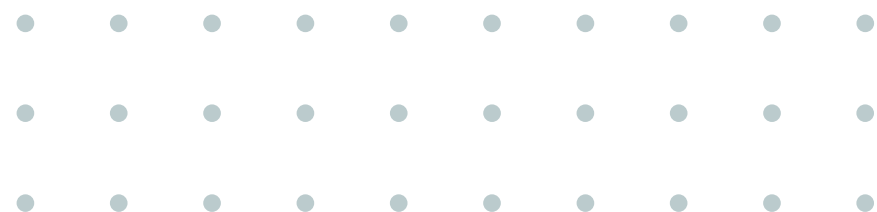
PROGRAMS



DOCUMENT WE NEED TO CREATE FIRST:

Meetings at a Glance

One is detailed, and one is just a list. Pick the one that makes sense for your chapter



2024 MEETING DATES

- Tuesday 14 JANUARY
- Tuesday 14 FEBRUARY
- Tuesday 14 MARCH
- Tuesday 14 APRIL
- Tuesday 14 MAY
- Tuesday 14 JUNE
- Tuesday 14 JULY
- Tuesday 14 AUGUST
- Tuesday 14 SEPTEMBER
- Tuesday 14 OCTOBER
- Tuesday 14 NOVEMBER
- Tuesday 14 DECEMBER

2024 EVENTS

Tuesday 10 LOCATION TOPIC	Tuesday 21 LOCATION TOPIC
Tuesday 14 LOCATION TOPIC	Tuesday 11 LOCATION TOPIC
Tuesday 8 LOCATION TOPIC	Tuesday 13 LOCATION TOPIC
Tuesday 11 LOCATION TOPIC	Tuesday 8 LOCATION TOPIC
Tuesday 12 LOCATION TOPIC	Tuesday 10 LOCATION TOPIC
Tuesday 14 TBD TBD	Tuesday 12 TBD TBD

ALL MEETINGS ARE \$45 FOR MEMBERS OTHER THAN OUR GALA AND FUNDRAISER.



INSERT YOUR LOGO



HELLO AGAIN!

I AM (INSERT NAME) - THE DIRECTOR OF PROGRAMS. I AM SO EXCITED TO TELL YOU ALL ABOUT THE BIGGEST ADVANTAGE OF BEING A MEMBER, OUR MEETINGS!



PICTURE OF YOUR MEMBERSHIP DIRECTOR

BLURB ABOUT MEETINGS

I'm overwhelmed with gratitude to have you here! One of the BEST parts of NACE is our monthly meetings. We always have time to network- with a yummy beverage - and a program that helps grow our businesses and ourselves. It is truly one of my favorite parts of this chapter. The meetings are always beautifully designed with yummy food all sponsored by our award winning chapter members.

REGISTER FOR OUR NEXT MEETING

If you can't make this next one- you are in luck - because we have a schedule for the whole year already! So grab your calendar, and jot down these dates because the speakers and programs we have lined up are ones that you do not want to miss! Check out the link below to see what we have in store for this year.

CONNECT TO MEETING REGISTRATION

2024 MEETINGS

WE HAVE 2 AMAZING SPECIAL EVENTS EACH YEAR

CONNECT TO MEETING LIST

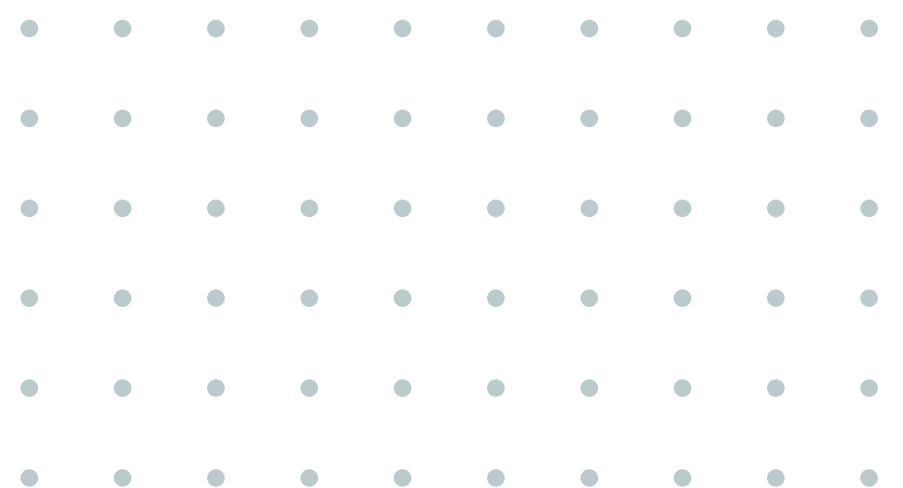


Triangle Award of Excellence Gala where the entire industry (not just NACE members) get dressed up and celebrate all our accomplishments from the year prior. The awards submissions open up in the fall - so be on the lookout for that!



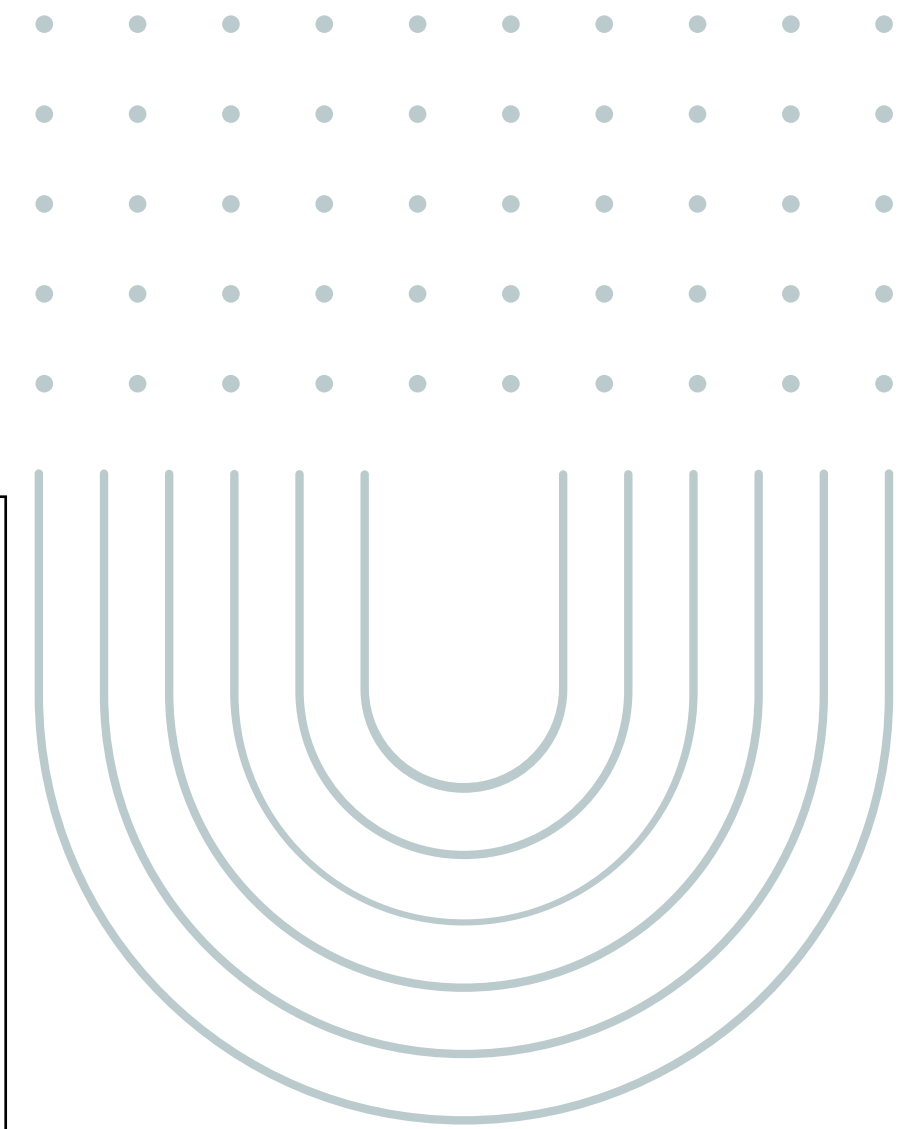
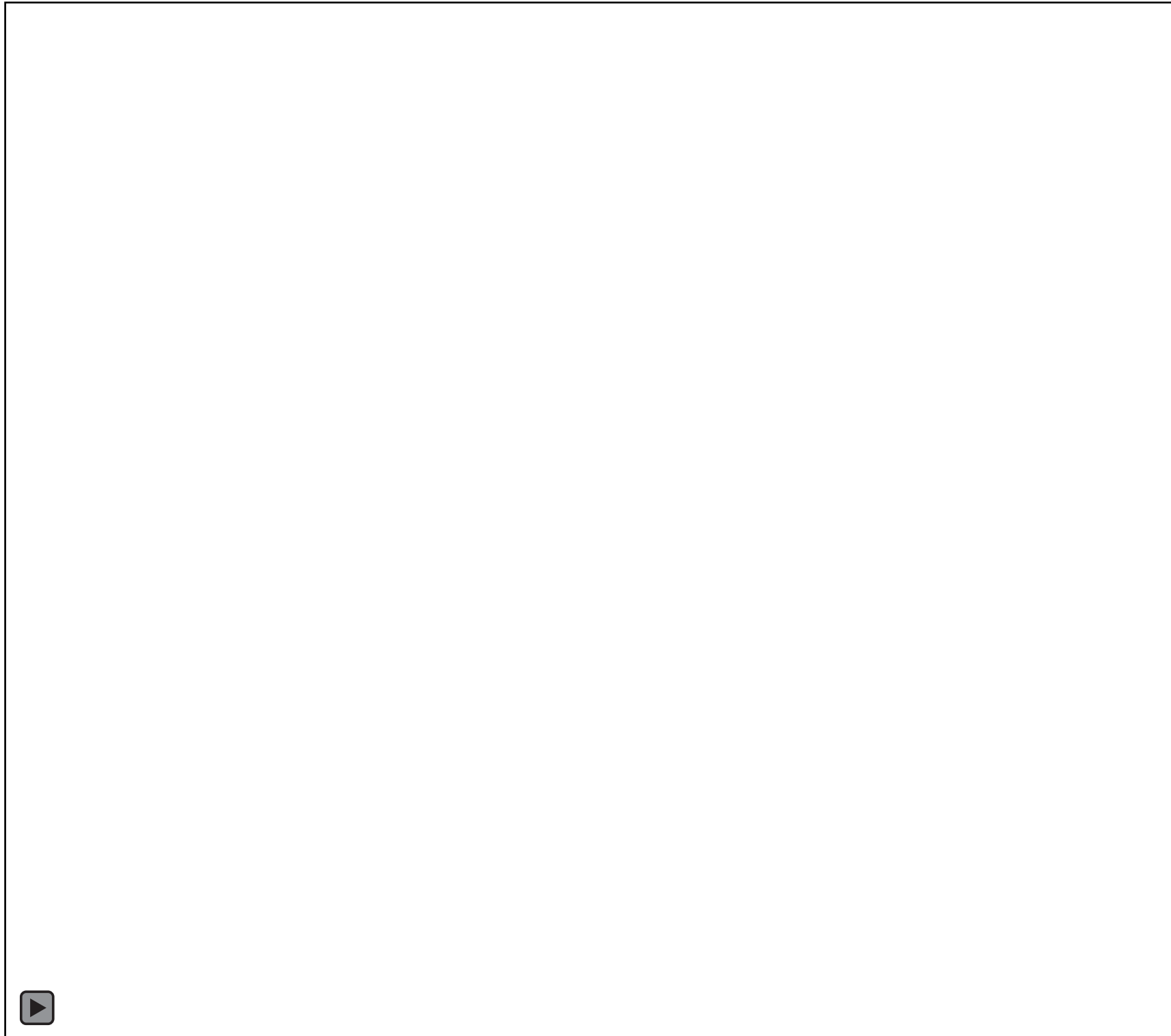
Bites and Pints is one of our member's favorite events! It is a competition with local chefs and is some of the most inventive and tasty bites you will ever try. It is always a really fun time.

GIVE INFO ON YOUR BIG EVENTS OF THE YEAR



Connect Registration

- Click on the bubble shape
- Click on the 3 dots
- Click Edit Link
- Enter your link
- Click Done
- Check it



03.

INVOLVEMENT



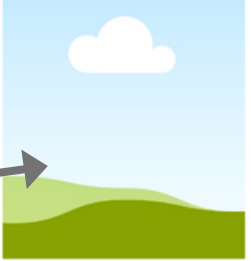


INSERT YOUR LOGO



HOW TO GET INVOLVED

HI, I'M (INSERT NAME). I AM YOUR MEMBERSHIP DIRECTOR. I WANTED TO POP IN TO TELL YOU ABOUT THE WAYS THAT YOU CAN GET INVOLVED WITH THE CHAPTER!



PICTURE OF THE MEMBERSHIP DIRECTOR

1 SPONSOR


Sponsor a meeting. Even if you can't donate a product- you can sponsor a student or a door prize.



LINK TO PROGRAMS EMAIL
Add picture of the chapter

2 JOIN A COMMITTEE


This is a low investment way to get involved!



LINK TO MEMBERSHIP EMAIL
Add picture of the chapter

3 JOIN THE BOARD

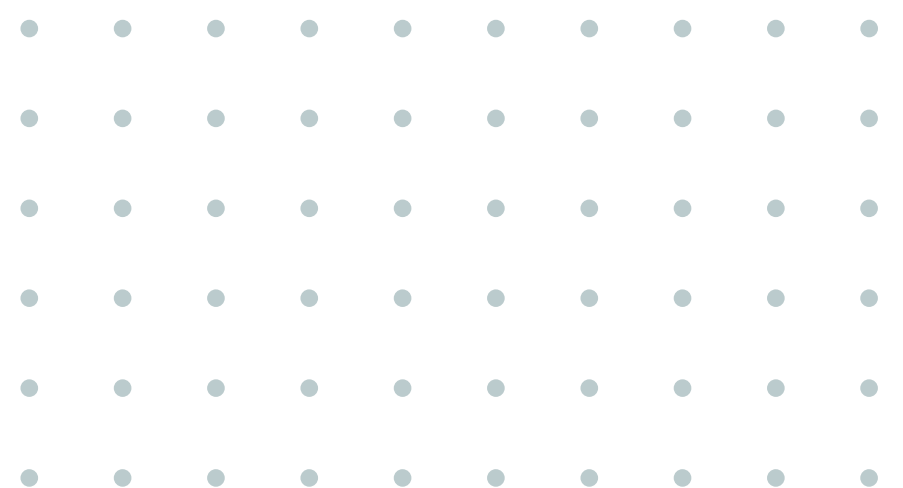
The Board is the best way to get involved and grow your leadership skills



LINK TO VICE PRESIDENT/ IPP
Add picture of the chapter

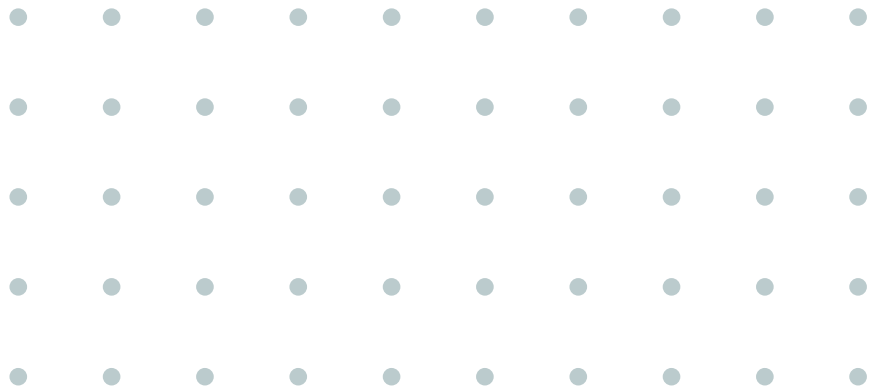
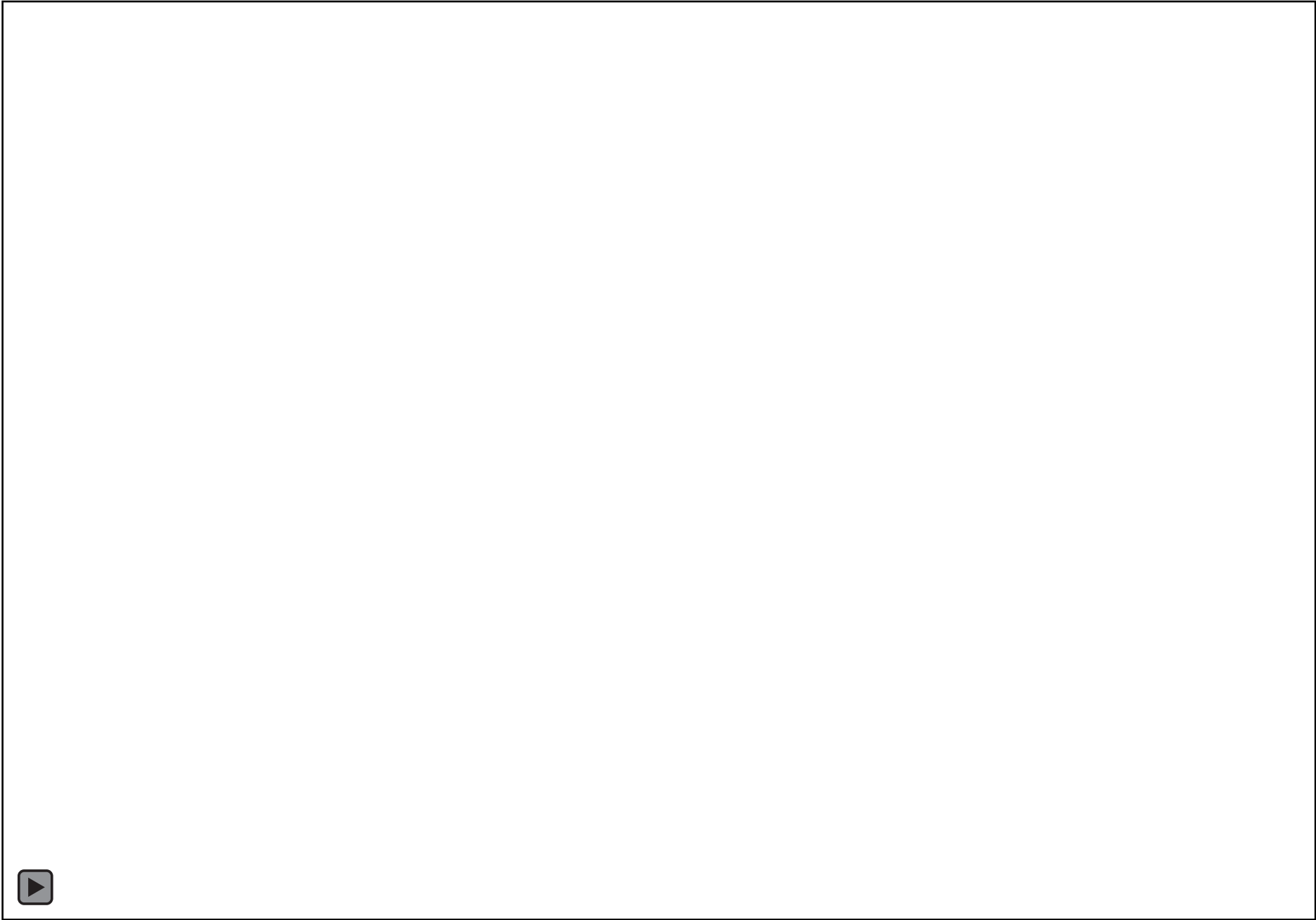
Getting involved is the best way to get the most out of your membership! Not only do you get to meet amazing people, but you get a chance to grow your business and hone your skills as a leader in this industry. For me, this is where I started to fall in love with this organization - getting involved! If you have any questions - please don't hesitate to email me- as your membership director - I am here to help!

BLURB ABOUT GETTING INVOLVED



Link Emails

- Make sure you are choosing the entire shape



LINK
EMAILS

04.

NATIONAL





INSERT YOUR LOGO

PERSONAL STORY

PAGES TO NATIONAL WEBSITE IS ALREADY CONNECTED

CONNECTED TO MEMBER DIRECTORY



Today, It's from the heart...

I joined NACE for the same reason you may have joined - to level up my business. The hope was to get a decent ROI from joining and maybe get more referrals. What I found was so much more.

That first year there were 3 meetings that radically changed my business practices. Things I STILL use today - 7 years later. The education is one of the main reasons we kept coming back.

But what I found beyond the helpful tips, and business advice was a family, a community of people that supported and encouraged me. They turned out to be my biggest cheerleaders and dearest friends. So while this is a professional group, and the networking is great, and the ROI is spot on - it is so much more than that. It is a place where you can grow personally, professionally, and make some lifelong friendships along the way.

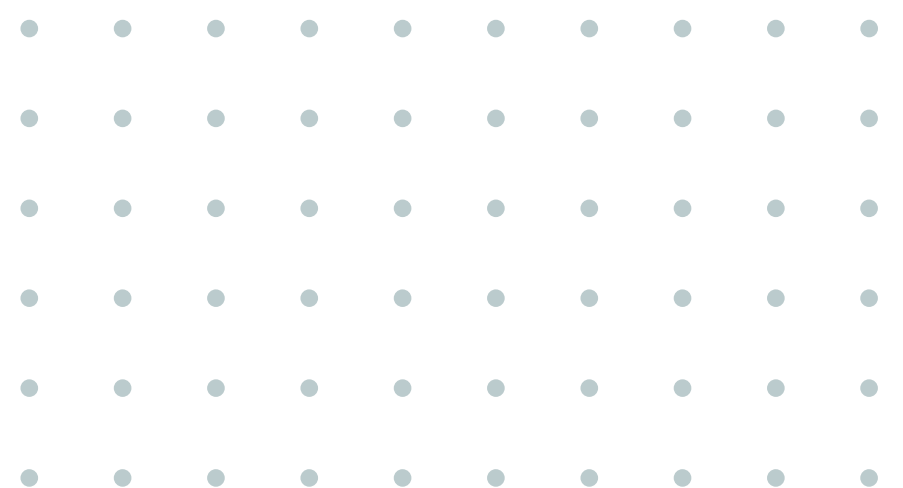
CAN'T WAIT TO SEE YOU AT COCKTAIL HOUR,

President's name here

WHAT ARE YOUR MEMBER BENEFITS?

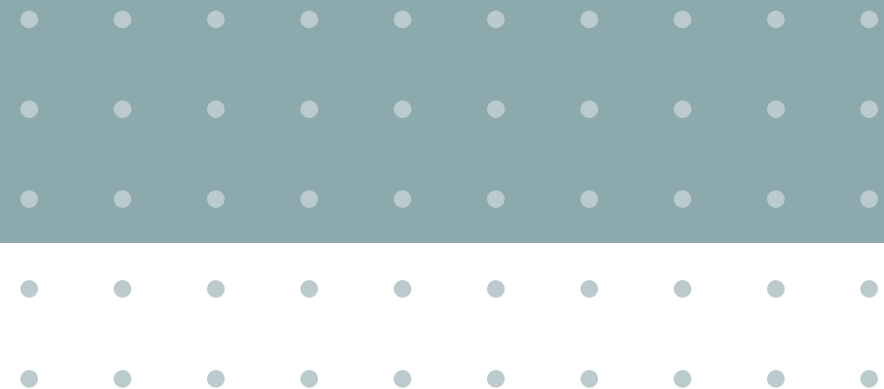
	GET CERTIFIED CPCE IS A NATIONALLY RECOGNIZED PROGRAM AND THE MARK FOR EXCELLENCE FOR CATERING AND EVENT PROFESSIONALS
	EVOLVE CONFERENCE NATIONAL NACE PARTNERS THAT HELP YOUR BUSINESS GROW
	EXPERIENCE CONFERENCE TOP-NOTCH EDUCATION WITH CATERING AND EVENT PROS FROM AROUND THE COUNTRY
NATIONAL SPONSORS NATIONAL NACE PARTNER THAT HELP YOUR BUSINESS GROW	ONLINE COURSES + WEBINARS STAY UP TO DATE ON THE MOST RECENTS TRENDS AND EDUCATION

CHECK OUT NATIONAL'S SITE FOR MORE DETAILS



05.

6 MONTH CHECK IN





INSERT YOUR LOGO



**JUST
CHECKING IN!**

PICTURE (CAN BE OF
ANYTHING - JUST MAKE
THE CAPTION MAKE SENSE)



MY FIRST
MEETING,
I WAS SO
NERVOUS!

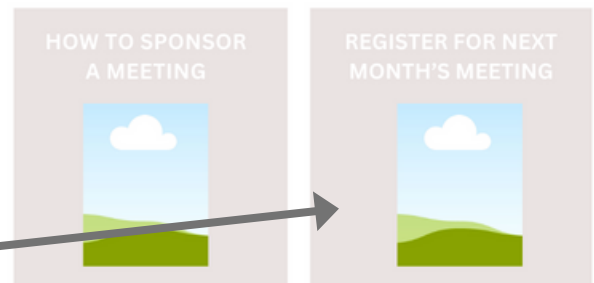
PERSONAL STORY

I remember that first meeting. I was so nervous! But I am so glad that I went - I found my community! I know it has been 6 months since you joined and we just want to be sure you are getting everything out of your membership you wanted! Please do not hesitate to reach out if you need help getting involved, getting to an event, or even if you just want to grab a coffee to see how you can get involved - I am here for you!

HOPE TO HEAR FROM YOU!,

Vice -President's Name Here

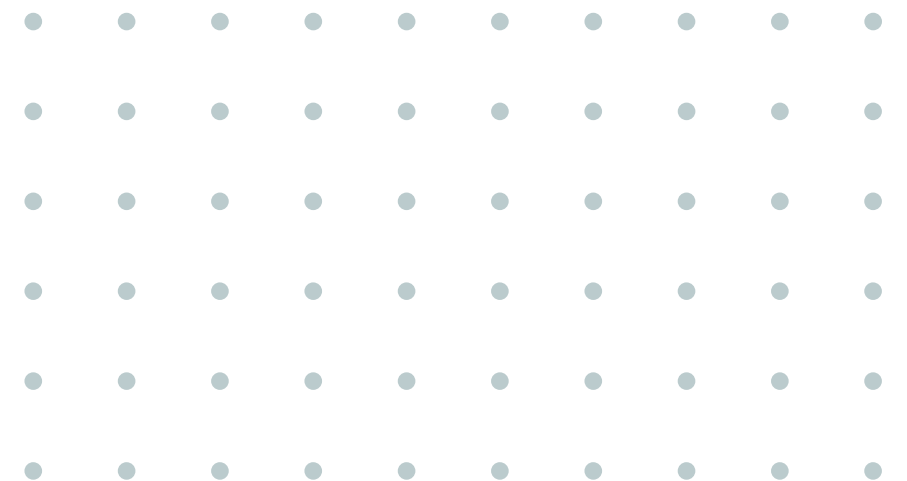
PICTURE OF A MEETING AND
CONNECTED TO PROGRAMS EMAIL



PICTURE OF A MEETING AND
CONNECT TO REGISTRATION

MEETINGS AT A GLANCE

CONNECTED TO YOUR
MEETING DOC



06.

1 YEAR EMAIL





INSERT YOUR LOGO

BLURB HERE



HAPPY ONE YEAR!

Can you believe it has been one year since you have joined? Our hope for every new member is that they have felt welcomed, encouraged, and inspired by our community and educational opportunities. I know that our chapter is stronger because you are in it.

We hope that you stick around for another year and give us the opportunity to once again serve you and connect with you. Maybe this first year you were just testing the waters - but know that you know the water is warm - we want to see you get the absolute most out of your membership. Check out how to get certified, our national conferences, and even the resources to help you grow as a professional. For me, getting certified and attending conference was what kept me coming back year after year. Well, that and the amazing community!

HOPE TO SEE YOU AT THE NEXT EVENT,

President's name here

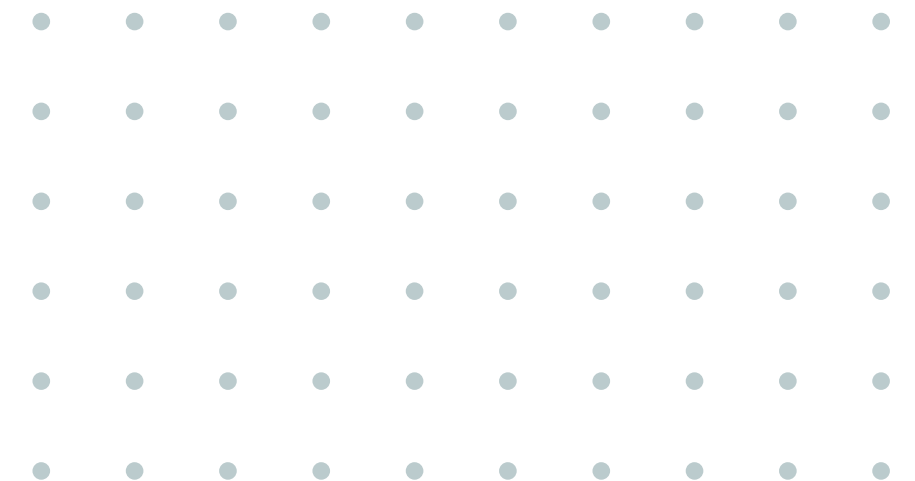
WHAT ARE YOUR MEMBER BENEFITS?

	<p>GET CERTIFIED</p> <p>CPCE IS A NATIONALLY RECOGNIZED PROGRAM AND THE MARK FOR EXCELLENCE FOR CATERING AND EVENT PROFESSIONALS</p>
	<p>EVOLVE CONFERENCE</p> <p>NATIONAL NACE PARTNERS THAT HELP YOUR BUSINESS GROW</p>
	<p>EXPERIENCE CONFERENCE</p> <p>TOP-NOTCH EDUCATION WITH CATERING AND EVENT PROS FROM AROUND THE COUNTRY</p>
<p>NATIONAL SPONSORS</p> <p>NATIONAL NACE PARTNER THAT HELP YOUR BUSINESS GROW</p>	<p>ONLINE COURSES + WEBINARS</p> <p>STAY UP TO DATE ON THE MOST RECENTS TRENDS AND EDUCATION</p>

CHECK OUT NATIONAL'S SITE FOR MORE DETAILS

PAGES TO NATIONAL WEBSITE IS ALREADY CONNECTED

CONNECTED TO NATIONAL WEBSITE





THAT WAS ALOT!



CREATE EMAIL TEMPLATES

Option 1: Schedule out all 6 after EACH new member joins

Option 2: Schedule out batches (one month at a time)

Don't worry, I have templates for both





Watch the Loom for
email/list serve you use

Option 1: When a new
member joins, send the
welcome e-mail. Then
schedule the other 5.



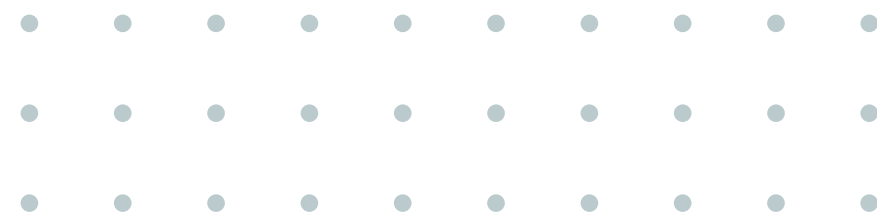
Create the templates

Option 2: Pick a day of the
month to send the welcome
email. Schedule all 5 emails
for the group.



FOR GUESTS

Use the one pager linked in your resources to create an email template you can send to all guests after a meeting.



Form Connections, Find Solutions

Take your business and career to the next level by joining a network of like-minded professionals. Join the vibrant community of NACE today!



MEMBERSHIP BENEFITS

- ✓ Receive unlimited access to the **NACE Resource Library** and free virtual events
- ✓ Preferred member pricing for online catering and event courses, certification study materials, and the annual NACE Experience Conference
- ✓ Preferred pricing at **NACE Chapter in-person events** near you
- ✓ Access to up-to-date news and trends through **NACE newsletters and blogs**
- ✓ Find top talent or search for jobs through the **NACE Career Center**
- ✓ Gain recognition for your business, yourself and your team through **national awards programs**
- ✓ Save money on products & services that keep your business running efficiently with our **Member Advantage program**
- ✓ Access to the new **NACE Net app**, your on-the-go connection to continue the conversation with the NACE community

Download the NACE Net app to get the catering and events hot topics right at your fingertips. **Scan the QR codes below:**



Follow us on social media to get real-time updates!

