

Music Teachers National Association
Membership Recruitment and Retention Plan
FY 2017
(July 1, 2016 - June 30, 2017)

Membership Marketing Objectives for 2016-17

1. Instill in music teachers the importance of continuing education and community. (Awareness)

ACTION STEP
a--Continue to conduct Google Ad Words and Facebook campaigns to target nonmembers. Explore LinkedIn, Instagram, etc. for additional targeting.
b--Utilize key leadership and members to engage nonmembers either in person or digitally.
c--Explore options for building community through FB groups, internal IMIS system for State Presidents.
d--Utilize collegiate members to promote the value of forming a collegiate chapter.
e--Utilize college faculty to communicate value of MTNA membership to their students, with additional targeting to those without collegiate chapters.
f--Work to connect local associations and collegiate chapters.

2. Position MTNA as the proven, relevant solution to their problems and needs utilizing a variety of information sources: personal, commercial, public, and experiential (Interest)

ACTION STEP
a--Explore creative ways MTNA can address members' needs. (Top 10 lists?) Refine previous year's needs list.
b--Implement the Find a Teacher search function and place in a prominent spot on the website homepage.

3. Provide concrete, reliable information and evidence that MTNA is the best solution compared to the alternatives (Evaluation)

ACTION STEP
a--Continue to gather and share testimonials from members with a special focus on non-pianists, YPs, long-term members (50-year) and those who don't hold music degrees.
b--Explore ways for members to share their stories.

4. Provide helpful opportunities and experiences for non-members to discover what it is like to be an MTNA member (Trial)

ACTION STEP
a--Encourage state and local associations to invite nonmembers to participate in events and meetings.
b--Provide "teaser" articles, webinars and other content for free to nonmembers on the MTNA website.
c--Develop free newsletter for members and non-members.

5. Maintain an easy, user-friendly, and constantly available means to join MTNA (Adoption)

ACTION STEP
a--Continue to maintain and improve online join/renewal processes; investigate automatic renewal.
b--Clearly convey information to prospective and current members on new website.

6. Optimize the member experience to ensure satisfaction, fulfillment, and a long-term relationship with MTNA (Loyalty)

ACTION STEP
a--Develop a robust collection of online resources that are regularly updated, including monthly webinars and resources that address the major needs of members in a searchable format.
b--Provide quality face-to-face experiences at the local, state and national levels.
c--Develop mentoring program for new members including regular communication on relevant programs.

7. Engage the entire association—individual members, volunteer leadership, and professional staff--in the recruitment and retention process.

ACTION STEP
a--Crowdsource content development to engage “experts” in the field (Members Only content and monthly e-newsletters).
b--Engage staff, local, state and national leaders to provide a positive and rewarding experience for current members and to actively recruit and welcome new and prospective members.