

FAQ
for
Chapter VPs of Membership
and
Regional Directors of Growth and Development

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FAQ for VPs of Membership

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Your first contact for almost anything:

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Overview/The Basics

What is my job?

Fundamentally, the job of the chapter VP of membership and regional director of growth and development is to retain the members you have, as well as recruit new members. Tactically, there are many things you can do, divided below into SHOULDs and COULDs.

SHOULD

- Have membership brochures, enrollment forms, and sample CWs at the check-in table of every chapter event. (Brochures and sample copies of CWs are available at no charge from IABC Headquarters. Enrollment form Word documents can be emailed and then copied locally at the chapter.) If you can set up a computer to demo online member benefits such as Discovery, MemberSearch, eXchange, MemberSpeak or MyComm, even better.
- Make sure your chapter web site has readily-available links to www.iabc.com/join (for new members to join online), www.iabc.com/renew (so current members can renew online), and www.iabc.com/update (so current members can update their information when it changes).
- Devote 5-10 minutes of every chapter meeting to a short discussion of membership benefits and an invitation to non-members to join. Pass around enrollment forms.
- Call/e-mail/write lapsing members a month before they lapse and invite them to renew. If they don't renew, find out the reason (and communicate any patterns to Lee Anne).
- Educate yourself and your members about their IABC benefits. You can find out about them at www.iabc.com/about/membership/memProvides.htm. Lee Anne can also e-mail you a one-sheet flyer listing member benefits, which you can copy and have available at all meetings.
- Welcome new members to your chapter, even if it's just a short e-mail. A phone call is even better. You wouldn't believe how many members complain that they never heard anything from their chapter!
- Develop your prospect database. Send prospect names to Lee Anne; the headquarters office maintains a prospect database, and your prospects are available to you online 24/7. (More information later in this FAQ.)
- Call/e-mail/write lapsed members and invite them to rejoin, highlighting newer benefits they might not know about such as Discovery. Lapsed members are your best prospects.
- Take advantage of a membership month. A membership month is one month during the calendar year of the chapter's choosing, during which you can waive the application fee for new and lapsed members. All you need to do is let Lee Anne know which month (at least two week's notice, please!), and we'll set up our systems at headquarters so your

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chapter's enrollees won't owe the application fee (even for online registrants). Promote it at meetings, and call/e-mail/write your prospect database to let them know about it too. This month is in addition to the worldwide member months hosted by IABC headquarters twice a year.

- Talk to members from large companies and educate them about group membership packages (see group membership package section below).
- Invite new members to volunteer. The more involved a member is, the more likely he or she is to renew. Volunteers form stronger bonds with other members and develop more commitment to the organization, both of which will create more value in their membership. Point out to them that volunteering offers them the opportunity to expand their skills and enhance their network.
- Make sure dues amounts are current on your chapter web site and any printed materials you distribute. If you don't know them, ask Lee Anne.
- Ask your current members if other employees in their companies would benefit from IABC membership. Educate them about discounts for five or more members from the same company.

COULD

- Purchase a web seminar and invite chapter members to participate as a member benefit. Also, invite guests and/or other contacts to participate at a nominal fee to collect membership prospects.
- Assign new members to a long-term member. The long-term member acts as a mentor in the chapter, introducing the new member to others, making sure they understand their benefits, and being a welcoming face at meetings and in the industry.
- Devote an entire chapter meeting to discussing and/or showing all of the member benefits, particularly the ones on IABC's web site. Lee Anne can e-mail a PowerPoint presentation outlining all of the IABC member benefits. You can modify it further with your chapter benefits.
- Survey members to find out what benefits they value, what benefits they don't, and benefits they would value but aren't offered. Communicate patterns to Lee Anne.
- Survey lapsing members (or conduct exit interviews) to find out the particular reasons they are not renewing. Communicate patterns to Lee Anne.
- Identify prospects in your community (for example, cull names from newspaper articles, local business directories, suggestions from your members) and call/e-mail/write them (describe IABC, its benefits, and invite them to join).
- Hold joint events with similar organizations (e.g., public relations or investor relations organizations). These events could bring a new set of prospect names to your database.
- Have a "bring your boss/a colleague to a meeting night."
- Maintain a local job bank in your chapter newsletter or on your chapter web site. Nothing attracts members like jobs!

Where can I get membership brochures?

E-mail Lee Anne at lasnedeker@iabc.com. Provide the quantity of brochures you would like, as well as the name, address, and phone number to which you would like the materials shipped. There is no charge for the brochures. Some countries do levy customs charges, however.

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Headquarters will provide membership brochures shipped by least expensive method. To have brochures sent by a faster method, the chapter must pay for shipping. We will provide as many as you need.

Where can I get enrollment forms?

A generic form can be downloaded from the web site at:

www.iabc.com/about/membership/pdf/reg_form.pdf

What other tools are available to me and how can I get them?

You can get all of these resources e-mailed or shipped to you by e-mailing Lee Anne. We have:

E-Mailed Documents

- Member Benefits PowerPoint presentation
- Group Membership Package PowerPoint presentation
- Member benefits one-sheet flyer, which briefly describes all IABC member benefits
- Why Your Employees Should Be IABC Members, which is a one-page flyer that prospects can give their bosses to convince them that IABC membership is worthwhile
- Why Students Should Be IABC Members, which is a one-page flyer about why IABC membership is worthwhile

Shipped Brochures

Aside from membership brochures (see above):

- Recruitment postcards, which briefly explain what IABC is about and refers prospects to the detailed membership information at www.iabc.com/membershipinfo
- Reprints of a *Wall Street Journal* article detailing the benefits of belonging to a professional association
- Membership brochures translated into Spanish
- Sample copies of *CW*. For cost reasons, we ask that you limit your request for *CW*s to sample copies and special promotions. *CW* is a valuable member benefit, so we shouldn't give it away for free to non-members.

Other

- The IABC web site. A section is set up that describes IABC membership in full detail. Start at www.iabc.com/membershipinfo. You can cut and paste this url to respond to prospects who e-mail you for information.
- The Leader Centre is a resource for chapter leaders. You can find membership-specific resources at www.iabc.com/leaders/membership.htm, but also feel free to peruse this entire section. (You will need to log in with your Member ID and password.)

Where should members send enrollment/renewal forms?

Membership will not be processed until payment is received at headquarters in San Francisco, CA USA. While we realize that you will find yourself at meetings accepting applications with credit card numbers and checks (never turn these away!), in most cases you should instruct members to send their application and payment directly to headquarters. N.B. If you do find yourself with a pile of applications and payments in

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your hand, please send them to headquarters *as soon as you possibly can* to avoid delays in processing. Either you or your enrolling members can get applications to headquarters in the following ways:

Fax: Fax the form with credit card information to +1 415-544-4747.

Mail: Members can also mail their form with a check or a credit card number to:
IABC / 601 Montgomery Street, Suite 1900 / San Francisco, CA 94111 / USA

Phone: Members can also phone in their enrollment/renewal to 1 800-776-4222 (from the US and Canada) or +1 415 544-4700 (from all other parts of the world).

Online: The fastest way to get a membership processed is online. Members can join online at www.iabc.com/join or renew at www.iabc.com/renew.

What does headquarters do to help me?

Headquarters engages in a number of efforts to recruit new members and retain current members. These activities include:

-Emailed renewal series: Each member with a valid e-mail address receives an email three months into their membership, encouraging them to explore the IABC members-only web site. Within the 30 day period before a member lapses, members receive an e-mail advising them that their membership is about to lapse, and asks them to renew. Within the 30 day period after a membership has lapsed, the member is sent another e-mail advising them that they have lapsed and more urgently asks them to renew. NOTE: We have noticed a correlation between lapsing members and invalid e-mail addresses. Please encourage all your members to update their e-mail address whenever it changes at www.iabc.com/update.

-LAST ISSUE notification: The last issue of *Communication World* a member receives before lapsing has a notice on the cover indicating it's the last issue if the member doesn't renew.

-Two dues invoices: At 3 months and 2 months before lapsing, members are mailed an invoice for dues for the next year.

-Member promotions: Approximately two months per year, headquarters will waive the application fee worldwide (known as a *worldwide member month*). You will be notified approximately 6 weeks before the month begins so you can promote locally. These two months are in addition to the chapter membership month of your choosing. Notification of the promotion is e-mailed to headquarters' prospect databases and all lapsed members at least once (and usually twice). Don't forget to mention it at your chapter meetings too! PLEASE NOTE: For any promotion, payment must be received by headquarters by the last day of the promotion. Postmark date is irrelevant.

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-E-mail notification of new and renewing members: Shortly after we process a new member or a renewal, you will be cc'd on an e-mail sent to the member. The e-mail contains contact information for the chapter president and VP of membership (you). The purpose of the e-mail is to let the member know his/her ID number (so they can start using the web site immediately) and also so they can get started in chapter activities as soon as possible. A packet with an ID card, welcome letter, current promotional brochures, and (for new members) the latest issue of *CW* is mailed within 2 weeks.

And we are always open to suggestions!

Other Resources for VPs of Membership

Where can I get membership data for my chapter?

Your primary resource will be the Membership Management Area (MMA), located at www.iabc.com/mma. This is a restricted area of the web site, so you will have to be in the HQ database as the VP of membership for your chapter and your membership will have to be active (i.e., not lapsed). If you have trouble gaining access that you think you should have, contact Lee Anne to get it sorted out.

MMA contains a list of current *and lapsed* members in your chapter, as well as all their contact and membership information. If you download the data as an Excel file, and then sort the file by expiration date, you will separate the current members from the lapsed members. MMA is updated nightly. Prospects for your chapter are in a separate file (assigned by zip or postal code in North America and by country or city elsewhere), which you can use to promote chapter meetings and events. When you want to add to this file, simply send the contact details to Lee Anne at lasnedeker@iabc.com. Our policy is not to delete any prospects until specifically requested to do so, so you may find some old data in there. Feel free to ask us to delete any information you know to be wrong.

MMA is great for current membership statistics, but you may find that it doesn't answer questions about historical trends. If you need historical information, contact Lee Anne at lasnedeker@iabc.com. Please allow at least a week's turnaround time for reports to be generated.

MMA offers an "e-mail my chapter" option. This option allows you to e-mail your chapter membership all at once; members who have opted out of receiving e-mail will not receive these e-mails. You can also choose to email your prospects with this tool. Please note IABC's e-mail policy here: www.iabc.com/about/emailpolicy.htm

Please note:

The member and prospect data available on MMA is IABC's most highly-prized asset. Also, our members trust us not to reveal data to any sources that do not absolutely need it. As such, we'd like to provide some dos and don'ts for using MMA data.

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Do

- Do use it to promote IABC chapter/region events, membership and competitions.
- Do use it to track chapter membership and trends.
- Do inform HQ of any changes to the data. Just email Lee Anne at lasnedeker@iabc.com.

Don't

- Don't share the data in any form with another organization outside IABC. If you are co-hosting an event with another organization, offer to send the email or mailing yourself rather than giving the other group the data.
- Don't publish the data without explicit written consent from the member(s).
- Don't send emails to members that show other member email addresses. Use the bcc option so email addresses are kept confidential.

What about end of month reports?

They're on MMA too. Monthly reports detail new members, renewals, and transfers into your chapter, as well as members who have lapsed or changed their contact information during the month. Just click on Monthly/Rebate Reports on the menu on the left.

Help! I can't get into MMA!

Contact Lee Anne. Either your term has expired and we haven't received the new board list for your chapter, or we do not have you in the database as the VP of membership. In either case, Lee Anne can help you.

Help! I'm in MMA, but some of the columns are filled with #####s!

This means the columns in your Excel spreadsheet aren't wide enough for the data to be viewed. To widen the columns, go into the header row (where the letters A,B,C, D etc. are). Put the cursor over the right border of the cell you want to widen (the appearance of your cursor should change slightly), click your mouse and drag it to the right. If you have continued problems, contact Lee Anne.

Who on staff does what?

You can contact any of our staff by calling our main number: 800 776-4222 (from the US and Canada) or +1 415 544-4700 (from all other parts of the world) and then entering 0. The following is not a complete listing of staff, but does give you a contact for each major area of IABC:

Group Memberships: Marie Coppola, Joe Menard

Membership Processing: Zachary Ontiveros

Member Relations: Patrick Clos, Daniel Menard, Zachary Ontiveros

Chapter/Leadership Issues: Gretchen Hoover Anderson

Communication World Magazine: Natasha Nicholson, Jessica Burnette-Lemon

Knowledge Resources: Natasha Nicholson, Heather Turbeville

Communication and PR for IABC: Paige Wesley, Archana Verma

Education: Michele Cushnie

Sponsorship: Chris Corrigan

Finance: Maureen Lennon

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Operations (Finance/IT): Chris Hall

Research Foundation: Mari Pavia

Accreditation (ABC): Michele Cushnie, Jennifer Tarantino

Gold Quill Awards: Michele Cushnie, Andrew Adams

Membership Overview

What types of memberships are there?

There are seven types of IABC membership:

Professional (RMEM): The vast majority of IABC members are professional members.

Annual international dues for most areas are posted at:

www.iabc.com/about/membership/pdf/duesChart.pdf

Note: Some countries are charged a lower amount for international dues, based on economic conditions. A link to a country-by-country chart can be found at:

www.iabc.com/about/membership/memDues.htm.

An application fee applies to new and lapsed members.

Group Membership Package (CORP): Group membership packages offer discounts to groups of five or more employees from the same company. Members of a package can be previously-existing active members and can be spread throughout the world. Packages also offer additional discounts on IABC knowledge products and the annual World Conference. To begin a corporate package, contact the IABC Member Relations team at member_relations@iabc.com.

We are also happy to work with organizations to develop custom packages containing membership, education, knowledge products, and accreditation opportunities that best meet their needs. Contact member_relations@iabc.com to get started.

500 Club (500C): So-named because only 500 members were allowed to participate, The 500 Club offers lifetime IABC membership. The 500 Club is now closed, as all slots have been taken. 500 Club members still owe chapter dues each year if they are members of a chapter (which is required if they live within 50 miles/80 km of a chapter). International and regional benefits (e.g., *Communication World* magazine, access to the members-only web site) continue for life.

Student (STU): Student memberships are available to full-time students of colleges, universities and other educational institutions as well as part-time students working toward a degree, or a certificate program in Canada, who are not presently working in the communication profession. Students must ensure that their application and payment is received at headquarters at least 60 days prior to their graduation date.

Students get all of the benefits of Professional membership (except the July/August issue of *CW* magazine) at a greatly reduced price, but have to fulfill strict proof of student status requirements.

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To apply for student membership, download the form here:

www.iabc.com/about/membership/pdf/stuapp.pdf

Students can also enroll online.

Additionally, students must submit when joining or renewing:

1. A student ID (fax or photocopy)

AND

2. **One** of the following: (a) Copy/Fax of a recent transcript with name of the institution, name of the student, and a date including the year (b) Copy/Fax of a class schedule provided by the Registrar with name of the institution, name of the student, and a date including the year (c) Copy/Fax of a receipt for tuition payment with name of the institution, name of the student, and a date including the year

3. Students must also provide the month and year of expected graduation.

No student application can be processed before receipt of all three of these items.

Student transition (TRANS): Professionals are eligible for the student transition rate up to one year after graduation from a college or university degree program. For student transition members, the regular application fee is waived, and the student pays half of the international dues plus full region and chapter dues. Members can only have one year as a student transition; they must then become professional members at the full professional rate.

To apply for student transition rates, applicants can call Member Relations at 1-800-776-4222 or +1 415-544-4700 or download a form from the IABC web site at www.iabc.com/about/membership/pdf/TransReg.pdf. Applicants need to fax proof of degree conferral, which can be one of the following:

- Dated letter from Registrar on letterhead of an accredited institution stating date of graduation (must be within last year) and degree conferred.
- Photocopy of diploma from accredited institution stating degree and date conferred (must be within last year).
- Photocopy of transcript from accredited institution stating graduation date (must be within last year) and degree conferred.

This proof may be faxed to +1-415-544-4747 after phone enrollment.

Other proof may be considered. Please call Member Relations at 1-800-776-4222 or +1 415-544-4700 to discuss any other forms of proof you'd like us to consider.

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Retiree (RET): Individuals who have been professional IABC members for at least five years, are retired from employment in the communications industry and are at least 55 years of age are eligible for retiree status. International dues for retired members are set at the same rate as student dues.

Fellow (FELLOW): Fellow status is conferred upon members by the IABC international executive board in recognition of service to IABC and the profession. Nominations can be submitted to headquarters. See www.iabc.com/awards/fellow.htm for more information.

How much does it cost to be an IABC member?

See the dues chart found at <http://www.iabc.com/about/membership/pdf/duesChart.pdf>. For other areas, contact member_relations@iabc.com.

What are the benefits of membership?

The benefits of membership can be broken down into four categories: Networking resources, job-searching assistance, learning opportunities, and recognition (accreditation and awards). The benefits below are those offered by headquarters. Be sure to mention the benefits offered by your chapter as well!

Networking

Networking with other communicators is one of the primary benefits of IABC membership. IABC offers opportunities to network with members around the world through the IABC web site, as well as face-to-face at chapter events, the annual International Conference held in June of each year, and professional development seminars held at various times and locations throughout the year. Networking resources include:

MemberSpeak

MemberSpeak is the meeting place for IABC members around the world. A multi-featured posting area on the web site, MemberSpeak is where members can trade ideas, solicit advice and input, debate strategies, and share information with peers unconstrained by geography and time differences.

Online Directory of IABC Members

IABC's online member directory includes members' address, phone, and fax information, and is fully searchable on a number of parameters such as industry, company, or geography. Members can then phone or e-mail other members to make contact.

The IABC eXchange

The IABC eXchange allows you to create private websites or blogs, as well as traditional public blogs. You control the content and who gets to see it.

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Volunteering

Volunteering for IABC is the best networking there is. Working closely with your fellow members strengthens bonds and friendships, shows off your skills and learning abilities, and demonstrates your commitment to IABC and the profession.

The IABC Buzz

The IABC Buzz contains member posts about personal and professional achievements, such as educational degrees, promotions, weddings, job moves, births/adoptions and the like.

Job Searching Assistance

The Job Centre

IABC's Job Centre web site lists hundreds of jobs at all levels, which you can search by keyword, location, or job type. Members have an advantage, as they can see new job listings for a full seven days before the public can.

The IABC Marketplace

The IABC Marketplace is a service to connect consultants and freelancers with prospective clients. While the public can view the directory, only IABC members can create entries describing their services.

Learning Opportunities

IABC offers plentiful resources to hone your skills, learn from the experiences of others, and study new areas of interest.

Web Seminars

IABC offers web seminars throughout the year at no extra cost to members on a variety of communication topics.

Communication World Magazine

Chock full of detailed case studies and how-to advice from long-time practitioners, *Communication World* is delivered six times a year to IABC members. With the latest news on industry research, technology and trends, as well as interviews and analysis, each issue of *Communication World* is a continuing education course in itself.

CW Bulletin

CW's sister publication, *CW Bulletin*, is a monthly electronic newsletter addressing major topical concerns facing today's communicators.

Discovery

Discovery is a reservoir of IABC's proprietary content. Available only to members, Discovery provides fully-searchable content that includes an archive of all *CW* and *CW Bulletin* issues since 2000, along with select

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research reports and knowledge products. A low-priced premium option adds case studies from winning Gold Quill Award entries and additional knowledge products, again fully searchable.

Generous Member Pricing

IABC develops numerous events and knowledge products throughout the year, including the annual World Conference which draws about 1,500 communicators from around the world, and books and manuals on a wide variety of communication skills and issues. Members get member pricing, as many times during the year as they like!

MyComm

My Communication (MyComm for short) is an online communication planning tool available only to IABC members. MyComm takes users through a six-step process that results in a comprehensive, strategic communication plan. The tool also allows users to share and collaborate on plans via the web.

SR Link

A collaborative web site providing resources and fostering conversations, SR Link helps communicators advance their role in the field of social responsibility.

Recognition: Accreditation and Awards Programs

IABC offers the opportunity for members to receive official recognition of their ability as business communicators and dedication to the profession...a valuable addition to any resume or C.V. Member pricing is available on entry and/or application fees.

Accreditation

The "ABC" (Accredited Business Communicator) designation conferred by IABC acknowledges an individual's mastery of business communication, and is recognized throughout the world. Written and verbal tests, as well as a rigorous review of the candidate's portfolio are required for consideration. See www.iabc.com/abc/ for more details.

Awards

IABC offers several awards, including the annual Gold Quill Awards, an international competition that provides an opportunity to receive expert evaluation of the entry against IABC's highest standards of excellence. To learn more about other awards, visit www.iabc.com/development/awards/index.htm

And, finally, IABC is a member of Club Quarters—a group of private hotels for the exclusive use of guests and employees of member companies. Club Quarters offer unique, user-friendly services for the business traveler in a club-like setting. Members pay the lowest rates for a quality hotel room in 14 prime locations. Club Quarters are

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located in New York City, Boston, London, Chicago, Washington. D.C., Philadelphia, San Francisco and Houston. For more information please visit <http://www.iabc.com/members/discounts/clubquarters.htm> (members only).

How can a member enroll or renew?

An enrollment form can be downloaded from:
www.iabc.com/about/membership/pdf/reg_form.pdf

Members can enroll in any of four ways:

Fax: Fax the form with credit card information to +1 415-544-4747.

Mail: Mail a form with a check or a credit card number to:
IABC / 601 Montgomery Street, Suite 1900 / San Francisco, CA 94111 / USA

Phone: Phone in an enrollment/renewal to 1 800-776-4222 (from the US and Canada) or +1 415 544-4700 (from all other parts of the world).

Online: Members can join online at www.iabc.com/join or renew at www.iabc.com/renew.

How long is a membership?

An IABC membership is 12 months, starting from the date the membership is processed.

How are underpayments handled?

Occasionally we get checks that don't cover the full cost of membership.

- 1) Checks that are short by \$20 or more for renewing members, \$60 or more for new members are not cashed. They are sent back along with a letter that specifies the total amount due.
- 2) Checks that are short by less than the amounts above are cashed. We process the membership, shortening it on a pro-rata basis (depending on how short the payment was). We send a letter to the member and give them the option of paying the remainder (at which point we will extend the membership to the full 12 months) or leaving the membership as is.

If someone sends a credit card number and authorizes an amount below the full amount, we will contact the member by phone or e-mail and ask for authorization of the full amount before charging the card.

How are overpayments handled?

Occasionally, we get checks that are more than the cost of 12 months of membership. We will cash the check, process the membership, and extend it on a pro-rata basis. We then send a letter to the member and ask if they prefer a refund of the excess or to keep the extended membership. If a refund is requested, we issue the refund and shorten the membership back to 12 months.

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What other currencies does IABC accept? What are the exchange rates?

IABC accepts US dollars from all members, along with Canadian dollars, Australian dollars, and Euros from members living in those areas. Visit <http://www.iabc.com/about/membership/pdf/duesChart.pdf> to see current rates.

Group Membership Packages

What are group membership packages anyway?

Group membership packages offer volume discounts to groups of five or more people from the same company.

Members become group membership package members when a payment is received for the package. In the first year, a price quote will be generated that calculates annual dues for all members, and then subtracts any months remaining on the memberships of current members. This process gets all members in the group on the same renewal date.

Type of Package	Group Size	Main Benefits Offered
Bronze	5 to 15 people	5% discount on dues, 10% on knowledge products, International Conference
Silver	16 to 30 people	7.5% discount dues, 10% on knowledge products, International Conference.
Gold	31 or more people	10% discount on the following: dues, knowledge products, International Conference

For further detail, please visit:

www.iabc.com/about/membership/memCorpPack.htm

and

www.iabc.com/about/membership/memTypes.htm (scroll down to “Corporate Package” section.)

What should I do if someone in my chapter is interested in a package?

Do one of two things:

1) Ask your contact to give you a list of the people who would be part of the package, as well as their location(s) (city, state/province, country). The location is very important, as dues amounts vary by location. Forward the list to member_relations@iabc.com. IABC staff will respond with a price quote within three business days. If anyone on the list is a current member, the price quote will pro-rate any membership months remaining.

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2) Put your contact directly in touch with headquarters at member_relations@iabc.com.

After we become group members, how do we take advantage of our discounts?

Contact Marie Coppola at mcoppola@iabc.com, who will put you in touch with the relevant product manager and ensure that you receive your discounts.

Is there anything else I should know about group membership packages?

Sure, here are a couple of things:

-Members of a package can be in different chapters across the world. There is no requirement that members of a group membership package have to be in the same chapter.

-Although the entire dues amount is discounted (international plus region plus chapter dues), the chapter will receive the full rebate for each person. The only exception to this is if we pro-rate a member for so many months that there isn't enough cash to cover the full amount. If that is the case, then the chapter dues are rebated to the extent possible, followed by region dues to the extent possible.

Other (the Most Helpful Category)

What demographics on IABC membership are available?

You can find current demographics at the following url. You may have to scroll down the page to get to the demographics section: www.iabc.com/about/. Demographics for your chapter can be found on MMA.

Help! I looked on MemberSearch and couldn't find Steven Q. Member even though I know he's a member.

Most likely, Mr. Member has requested to be excluded from our e-directory. The best way to check is to log into MMA. MMA is your definitive source for who is a member and who is not. If Mr. Member is not listed in MMA either, then contact Lee Anne who will help you sort through it.

Help! I am looking on MMA, and it looks like some members have lapsed after one month of membership.

This can happen for one of two reasons: 1) A student or transitional member enrolled online and forgot to provide proof of student or transitional membership within the month. Online enrollments for students and transitional members are cancelled after one month if proof is not received at IABC Headquarters. 2) A professional member enrolled in the payment plan, but their credit card was declined for one of the payments.

Questions You May Be Asked by Members (and how you can help them)

Has my renewal/enrollment been processed?

Check MMA. If you don't find the member listed with the expiration date you would expect if they had been recently processed, then they have likely not been processed.

FAQ for VPs of Membership

Contact Lee Anne at lasnedeker@iabc.com to see if the application has been received at IABC HQ.

How much does it cost to join?

See the dues chart found at <http://www.iabc.com/about/membership/pdf/duesChart.pdf>. For other areas, contact member_relations@iabc.com.

Help! My address/phone number/last name/e-mail address has changed. How can I update my record?

The easiest way is to visit www.iabc.com/update. You will need to log on with your member ID and password. To proceed:

1. Fill in the appropriate contact fields with the new information.
2. Click “Next” to go to the second page.
3. Check the box indicating you have read the Code of Ethics (after reading it of course) and update your demographic information and communication preferences.
4. Click “Submit Changes”.

A summary of your new information will appear, along with the headline “Update Confirmation.”

Alternatively, members can e-mail their changes to member_relations@iabc.com.

How can I change my chapter?

When a member changes his/her mailing address with IABC, his/her chapter does not automatically change. To change a chapter, the member must specifically request it by one of the following methods:

- E-mail your request to Member Relations at member_relations@iabc.com
- Call Member Relations at 800-776-4222 (US and Canada) or +1 415-544-4700 (all other countries).
- Fax the request to +1 415-544-4747.

Help! I tried to join/renew online and couldn't!

If the member received an error message, ask if he or she can forward it to you by e-mail. Then forward it to Member Relations at member_relations@iabc.com, explaining that Jane Q. Member had problems enrolling or renewing online. (Or you can tell them to forward it directly.)

Otherwise, have the member call or e-mail our Member Relations team (1-800-776-4222 or +1 415 544-4700, member_relations@iabc.com). This problem could be any number of issues. We have an error log, as well as a record of confirmation e-mails sent, so we can try to sort out the problem. Worst case, Member Relations can take the enrollment over the phone.

FAQ for VPs of Membership

Help! I am a longtime member and I just got laid off and can't afford my dues!

Contact Lee Anne at lasnedeker@iabc.com. Depending on the situation and longevity of the member, we often can extend the membership by 2-6 months. We also like to encourage these members to make full use of our job listings and networking resources.

Help! I haven't received my Communication World for months!

Contact Lee Anne at lasnedeker@iabc.com. We will verify the address we have on file with the member, send some back issues to the member and ask our mail vendor to check on why this is happening.

The member should also check with his/her mailroom, as some mailrooms routinely discard magazines.

An IABC member left our company. Can another employee take his/her place?

If he or she is a professional member (RMEM), the employer (who paid for the membership) can arrange to have a successor "assume" the remainder of the paid membership (if there are three or more months remaining on the membership). If the original member is changing positions within the same organization, this policy does not apply. Fax the request on company letterhead including the name of the original member, the name of the new member, and the new member's title, mailing address, e-mail address, phone number and fax number. IABC's fax number is +1 415 544-4747.

In addition, the original member retains IABC membership for the duration of the membership year and can renew without paying a reinstatement fee. According to IABC bylaws, IABC membership belongs to the member, even if the employer paid for it.

I am really unhappy with IABC. I'd like my dues refunded.

IABC bylaws prohibit refunding dues for any reason when a membership is terminated.

Do I have to be part of a chapter? I'm not interested in the chapter.

IABC bylaws dictate that if a member lives within 50 miles/80 km of a chapter, he or she must join the chapter.

I'd like to be a member of two chapters.

Members can join two chapters, but the headquarters database is capable of assigning members to only one. A member should sign up for one of the chapters through headquarters. The member should then contact the president or VP of membership of the second chapter and pay chapter dues directly to that chapter. The second chapter will have to keep track of this membership on its own; it will not show up on MMA.

We hope to have the capability to track dual chapter membership in the headquarters database within the next year.

How do I get on to the Members Only part of the web site?

Members need their Member ID and a password to get on the web site. The Member ID is on the membership card sent to each new and renewing member. It's also printed on

FAQ for VPs of Membership

the top left of the CW mailing label (under the bar code). If all else fails, members can visit www.iabc.com/login/findlogin.cfm and request that HQ email their ID to them.

To get a password, members need to visit www.iabc.com/login/request/ and fill out and submit the form. HQ will validate the password (usually within 48 hours), at which point the member will receive an email letting them know the password.

If a member already has a password but has forgotten it, they can go to www.iabc.com/login/findlogin.cfm and request that HQ email their password again to them.

Does IABC have a payment plan so I don't have to pay my dues all at once?

Yes! IABC gives members the option of paying their membership dues in four equal monthly payments. Please be sure to note the following guidelines if you are interested in participating:

- The program is open only to professional members who pay full dues annually. Not eligible are student, student transition, 500 Club, retired, or corporate members.
- Members will be charged the four equal monthly installments in the first four months of the membership.
- This program is available through online join and renew only. The option to pay in four installments will appear automatically as part of the usual online process when you join or renew.
- Only credit card payments are eligible. The credit card must have an expiration date that is after the date when the last payment (fourth installment) will be charged.
- Charges will be made in US dollars.
- IABC will charge an administrative fee of \$5 per payment (\$20 total).
- If a credit card is declined during any of the four installments, the following procedure will take place: IABC will try to charge the card again after five days. If it is declined again, the membership will be cancelled. IABC will attempt to contact the member by email or phone. If there is no resolution after these attempts, it will be the member's responsibility to pay the remainder due in full in order to reinstate the membership.