

2025 Membership Campaign Brief

July 2025

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Campaign/Project Name	2025 Membership Transition
Timeline (Start/End)	March – December 2025

Overview

IABC will introduce a new IABC Member Lite offering to the IABC membership structure. This will increase the accessibility of IABC membership and encourage past IABC members to re-engage with the organization, setting the association up for financial stability long-term.

New Membership Options

IABC will simplify the current membership categories and introduce a new membership category: IABC Member Lite. This offering is designed to deliver the *core* benefits of IABC membership at a lower price point, for those unable to commit to the organization at the \$280 rate.

IABC Member Lite

The Gist: An “entry level” membership for new members to experience the core benefits of membership and consider engaging at a deeper level. Member lite also provides IABC the opportunity to keep engaging with members that may not be able to renew at the higher price point, positioning the organization for growth.

Price Point: \$115 USD

Membership Benefits:

- **Networking opportunities** at the local and global level
 - Access to Shared Interest Groups
 - Access to IABC’s online Community
 - 5% discount on live events hosted through IABC International
 - IABC Community Access
- Content related to **trends and thought leadership**
 - Access to IABC Catalyst/PodCatalyst content
 - Access to the monthly IABC Bulletin
 - Access to sponsored webinars

Deliverables & Scope

These changes would launch fully in September 2025, with an informational campaign to existing members running from August 2025 and the first announcement going live at IABC’s World Conference in Vancouver in June 2025. Leader conversations about these shifts began in spring 2025.

Communication Timeline

- **March-May**

- Share planned changes to all Chapter/Region leaders through Town Halls and follow-up communications, including recording of town hall
- **June-August**
 - Announce new membership type at Member Forum in Vancouver and virtually at AGM
 - Include recommendations in Annual Report
 - **25 July:** Updated brief, drafted campaign messaging and FAQ to staff team
 - Share with key volunteer stakeholders for feedback
 - **1 August:** materials finalized and included in IEB pre-read
 - **7 August:** IEB meeting
 - **18 August:** Share campaign messaging with IABC Leaders
 - **20 August:** Chapter leader town hall
 - **End of August:** Build excitement around new membership type through a short teaser campaign
- **September**
 - **10 September:** Publicly launch new standardized price points and new member types
 - Segment communications based on target audiences (see target audiences section)
 - Recommendations:
 - Update membership options on website with new offerings
 - Announce via 2 email communications, segmented based on target audiences, and across social media channels
 - *Planned email dates:* 10 September and 24 September
 - Publish updates to The Lab in the IABC Community
 - Ask that Region leaders send follow-up communications, reinforcing this new member type. Share membership graphics with leaders through IABC Community IABC Leaders channel.
 - Target each region's market with specific messaging about upcoming local conferences as a compelling reason to join as a member now – not later, at a low price point.
 - Please note that new IABC Lite members will join for 2026, receiving four (4) additional months of membership at no additional charge.
- **October – December**
 - Standard renewal period for all existing members. Wrap into renewal campaigns
 - In October, planned segmented renewal messages for existing members, reminding them of their options for membership
 - All planned renewal communications will continue to link to FAQ documentation about membership options, segmented based on traditional price points paid
 - Target each region's market with specific messaging about upcoming local conferences as a compelling reason to join as a member now, not later, at a low price point
 - All membership promotions for prospects will include pushes toward new membership type

Deliverables

- Small suite of membership campaign graphics
- New member benefit breakdown graphic
- Campaign messaging
- Member Lite FAQ

Target Audience & Messaging

Communicating this transition will involve segmenting messages to several audiences, which are laid out below.

IABC leaders

This group is made up of IABC chapter and region leaders, who need to understand the scope of this shift and how it will positively impact the association in the short- and long-term. They will receive communications that highlight price parity for all members and financial stability for IABC. Items to highlight:

- New membership offerings provide easy entry points for their chapters and regions to greatly increase membership and engagement. This is a growth opportunity for all.
- These changes were made based on membership survey data, to ensure that all receive access to benefits considered the most valuable aspects of IABC, no matter their membership type. IABC's volunteer leaders were consulted during town hall meetings in April 2025 along with various focus groups.
 - "Our Kansas City chapter piloted Member Lite at their annual Business Communicators Summit (BCS). The response from attendees, whether new, returning, or long-time supporters, was overwhelmingly positive. Many registered using the Join & Go rate and even more signed up onsite after learning about the offer. The chapter membership grew by 226%. Since BCS, they have continued to hear from people eager for Member Lite to officially launch because they missed the window."
- The launch of this new membership type will enable more communication professionals worldwide to take advantage of IABC programs and connect. This will help to grow IABC's reach and membership base, increasing our presence in the profession and cementing IABC as a leader in the community.

Current IABC members

All current IABC members will receive communications about the launch of our new member type, IABC Member Lite, with an explanation of what will and will not be included in this new membership type. We will encourage all members to help spread the word about the new offering.

- Ex: *Great news! You can now receive introductory IABC membership benefits at a lower price point.*
- When sharing the new membership offerings, position it as an opportunity to give peers/colleagues a taste of your IABC membership experience.
- Include clear links to a breakdown of membership, so that current members can see what their current membership tier gives them access to versus what the Lite offering includes.

Prospect audience (nonmembers)

This audience will be the most straightforward to message out, as those in it are not currently members of the organization. IABC will focus on the new membership tiers as entry points for member prospects, building campaigns around these lower price points. Membership-focused digital advertising will be optimized for this audience, rather than for current members, to continue to build IABC's membership pipeline and develop a larger membership base.

The join page will also use messaging for the prospect audience, though it may include a link to an FAQ for members.

Past IABC members

Past IABC members will receive communications about the launch of our new member type, IABC Member Lite, with encouragement to return to the organization. Their messaging will be similar to messaging to our prospect audience, with acknowledgment of their existing relationship with the organization.

Voice & Tone

The voice and tone for this campaign will follow IABC’s professional and friendly personality and style guide. Communications to IABC’s prospect audience will be more playful, encouraging engagement across platforms. Communications to all other target audiences will prioritize information sharing over playfulness, to ensure all changes and options are clearly shared.

Decision-Maker	Responsible	Informed
<i>IABC Membership Committee</i>	<i>Marlee Honcoop/Paige Schafer</i>	<i>IABC Marketing and Communications Team</i>