

2025 Membership Campaign Brief: Renewals

September 2025



Campaign/Project Name	2025 Membership Renewal Period
Timeline (Start/End)	October – December 2025

Overview
<p>Fuel Your Career. Find Your People.</p> <p>With IABC, you get more than a membership. You gain access to global insights, local connections and a trusted community of communicators who understand your challenges and champion your success.</p> <p>Whether you're navigating a career transition, seeking fresh ideas, or looking to deepen your expertise, IABC offers a professional home where communicators thrive. Our members span industries, continents and career stages, united by a shared commitment to excellence in communication.</p> <p>In 2025, IABC is making membership more accessible than ever. With the introduction of IABC Lite Membership, new and returning members can experience the core benefits of IABC at a lower price point. This entry-level option is designed to welcome more professionals into the fold, while maintaining the high standards and global reach that define IABC.</p> <p>No matter your membership tier, you'll gain access to thought leadership, professional development, and a vibrant community that helps you grow — personally and professionally.</p> <p>This campaign will launch on 1 October and run through December, in conjunction with the launch of IABC Lite Membership. HQ promotion will involve regular email communication, inclusion in the Bulletin, an opportunity for members to share their own member stories, and regular social media content/engagement.</p>

Deliverables & Scope
<p>Communication Timeline</p> <ul style="list-style-type: none">• October: Publicly launch new standardized price points and new member types<ul style="list-style-type: none">○ Segment communications based on target audiences (see target audiences section)○ Heavy focus on social media and promotion in the IABC Community○ Planned 2 email communications in October○ Coordinate with Region and Chapter leaders to ensure they have all the resources needed to succeed○ IABC Leaders will be updated on progress through the IABC community.• November: planned 2-3 dedicated email communications, in coordination with social media promotion and communications sent through the IABC Community<ul style="list-style-type: none">○ Will also send dedicated text message notifications to opted in IABC members based in the US or Canada○ Will suppress those who have already renewed their membership. Renewed members will automatically be added to our 'thank you for being an IABC member' automated email series.○ IABC Leaders will be updated on progress through the IABC community.

- **December:** planned 3-4 dedicated email communications, in coordination with social media promotion and communications sent through the IABC Community
 - Will also send dedicated text message notifications to opted in IABC members based in the US or Canada
 - Will suppress those who have already renewed their membership. Renewed members will automatically be added to our ‘thank you for being an IABC member’ automated email series.
 - IABC Leaders will be updated on progress through the IABC community.
- - Standard renewal period for all existing members. Wrap into renewal campaigns
 - In October, planned segmented renewal messages for existing members, explaining their options for membership and highlighting how participation in one educational activity makes their professional membership more worthwhile than Lite
 - 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

- Membership campaign graphics: social media graphics and templates, email header graphics and templates
- New member benefit breakdown graphic and additional Lite Membership resources can be found [here](#).

Target Audience & Messaging

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

Current IABC members

All current IABC members will receive communications about the launch of our new member type, IABC Lite Membership during the membership renewal period, 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.

After the initial launch of Lite membership, current members will be shifted toward this campaign, highlighting their current membership tier while still educating them about

Past IABC members and prospect audience (nonmembers)

This audience will primarily be targeted by our campaign focused on Lite Membership, but may see this messaging on social media.

Voice & Tone

The voice and tone for this campaign will follow IABC’s professional and friendly personality and style guide.

Sample Email Messaging

Headline: Your Membership. Your Momentum. Renew Today.

Body Copy: Your IABC membership fuels your career with access to global insights, professional development and a community that champions your success.

Renew your membership now to continue receiving:

- Exclusive content and thought leadership
- Member-only discounts on events and learning
- Deeper engagement through Shared Interest Groups
- A global network of communication professionals
- Full access to IABC's Catalyst, PodCatalyst and monthly Bulletin

Your membership is more than a transaction. It is a commitment to your growth and to a global community of communicators who get it.

Renew your membership and keep your momentum going.

[Renew Now]

Secondary Note: Looking for a lighter option? IABC now offers a Lite Membership tier with core benefits at a lower price point. Learn more [LINK TO JOIN PAGE]

Possible Subject Lines:

- Fuel Your Career with IABC – Renew Today
- Keep Your Edge. Renew Your IABC Membership
- Fuel Your Career with IABC. Renew Today.
- Look No Further: Find Your People With IABC.

Sample Social Media Messaging

Ready to fuel your career and find your people? Join IABC Lite for just \$115 and get 15 months of access to global insights and local connections.

Your IABC membership powers your professional growth. Renew today and keep your access to exclusive content, events and community.

Your IABC membership connects you to a global network of communicators, exclusive insights and professional development that moves your career forward. Renew today and keep the momentum going.

From thought leadership to real-time collaboration, IABC gives you the tools to lead with confidence. Renew your membership and stay part of a community that champions your success.

How has IABC helped you fuel your career or find your people? We want to hear your story! Share your IABC journey and tag us — your experience could inspire someone to join or renew.

From first jobs to leadership roles, IABC members grow together. What is one way IABC has made a difference in your career? Share your story and help others see the power of this community!

Possible Hashtags:

- #IABC
- #IABCMembership

Sample Campaign Graphics & Inspiration

FUEL YOUR CAREER		FIND YOUR PEOPLE	
	The organization for global communication professionals.		The organization for global communication professionals.
	RENEW TODAY		RENEW TODAY

IABC MEMBERSHIP	FIND YOUR PEOPLE	IABC MEMBERSHIP	FUEL YOUR CAREER
			
	The organization for global communication professionals.		The organization for global communication professionals.
	RENEW TODAY		RENEW TODAY