

Membership & Marketing

They go hand in hand!





Who we are

Liza Godsil

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Seattle Chapter Member

2nd Year as International

Membership Chair

Anna Tompkins

Director of Marketing, Atlantic
Recycling Group

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Mid Atlantic Chapter Member

2nd Year as International

Marketing Chair



Membership!

What is the First Rule of Membership??

**Membership is EVERYONE'S
Responsibility!**



2020 Key Membership Dates

- January 30th – All Board Members Must Have Memberships Dues Paid
- April 30th – Drawing for Membership Campaign
- June 5th – Continuous Service Award Deadline
- Sept. 1st – Chapter 2021 Membership Goal Due
- Sept. 30th – 2020 Membership Drive Ends
- Oct. 1st – 2021 Membership Year Begins!



Member Retention!

(a.k.a. Renewals!)

What is AWMI's Membership
Retention Goal??

80%

What was Your Chapter's 2019
Retention Rate??



2020 RENEWALS!!!

- A Key Part of Renewals are Your Programs
 - Having your 2020 calendar set by Jan. 1st (or before) is a great tool to get your members excited to renew their membership!
- Use Your Data Base!!
 - Go through your 2019 list member-by-member at a board meeting and divide it up to share responsibility
- Start Calling Now & Don't Rely on Emails Alone
 - Reach out – Make a connection – Make it personal



Questions?





Marketing / Social Media Discussion

BRANDING

ITS MORE THAN CORNERSTONES....

- Grow
- Educate
- Mentor
- Network

OUR VALUES

- Professional
- Educational
- Diversity
- Integrity
- Fun



BUILDING OUR BRAND

THE OBVIOUS

- Social Media
- Meetings
- Newsletters
- Events
- Tradeshows
- Conferences
- Business cards
- Invitations

THESE MATTER TOO...

- Merchandise (USEFUL)
- Calendars (ACCURATE)
- Membership Packets (HELPFUL)
- E-Mail Signatures (AUTOMATIC)



LAST YEARS MOST POPULAR SLIDE...

Color me interested

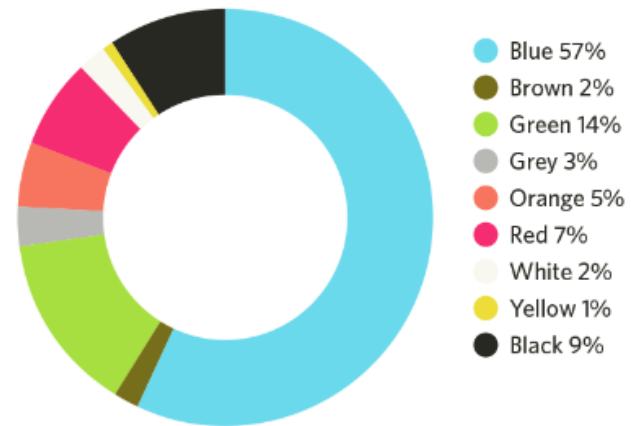


In a study titled “[Impact of color on marketing](#),” researchers found that up to 90% of snap judgments made about products can be based on color alone, depending on the product. Regarding the role that color plays in branding, results show that the relationship between brands and color hinges on the **perceived appropriateness of the color being used for the particular brand** (does the color “fit” what is being sold?).

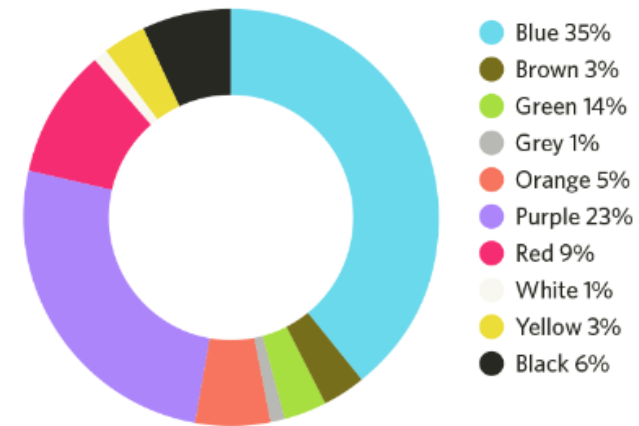
FOLLOWED BY THIS...

Men's and women's favorite colors

Men

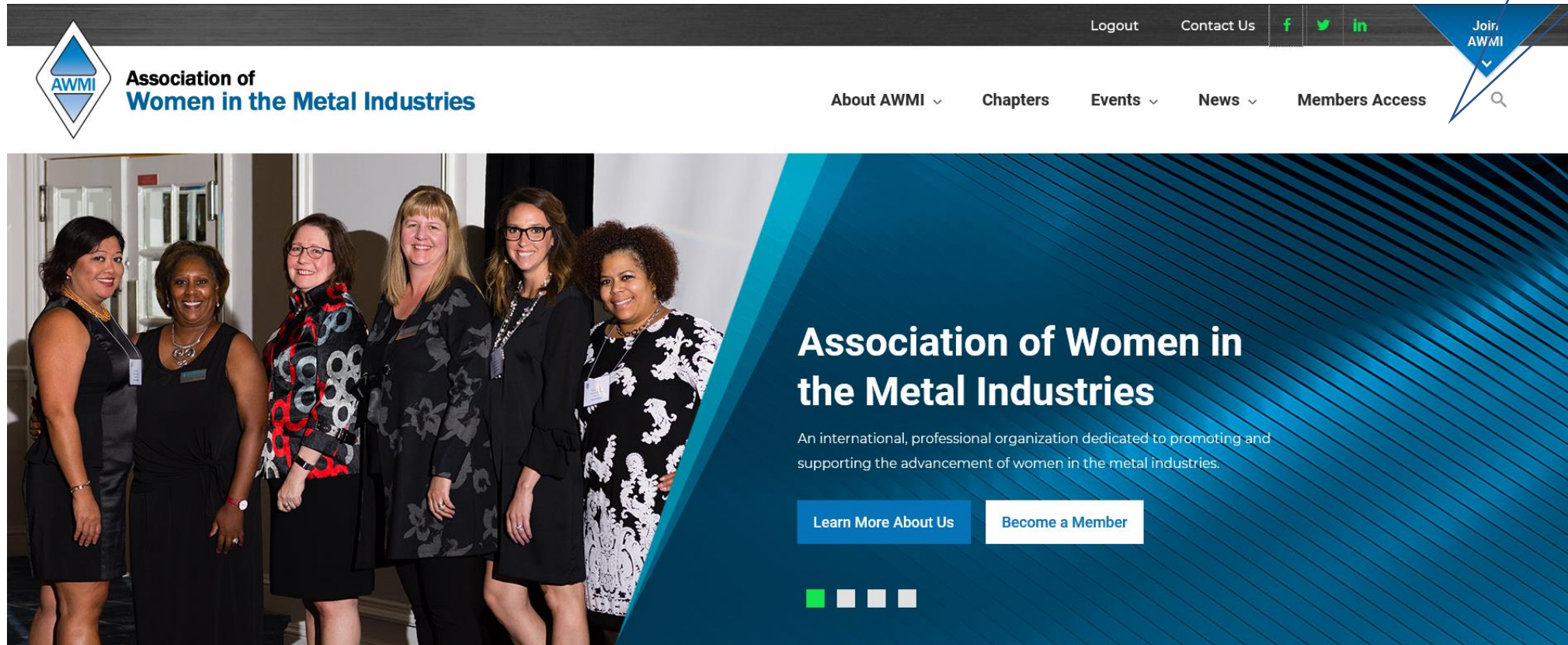


Women



YOUR NEW WEBSITE

OH HAY THERE BLUE
AND GREEN WE SEE
YOU....



www.awmi.org

GOALS

- ❖ User friendly
- ❖ Mobile device compatibility
- ❖ Contemporary feel
- ❖ Enhanced features for Chapter
- ❖ Back-end control for AWMI (analytics, editing, SEO)

TRADESHOWS





Instagram

@AWMIsocialmedia

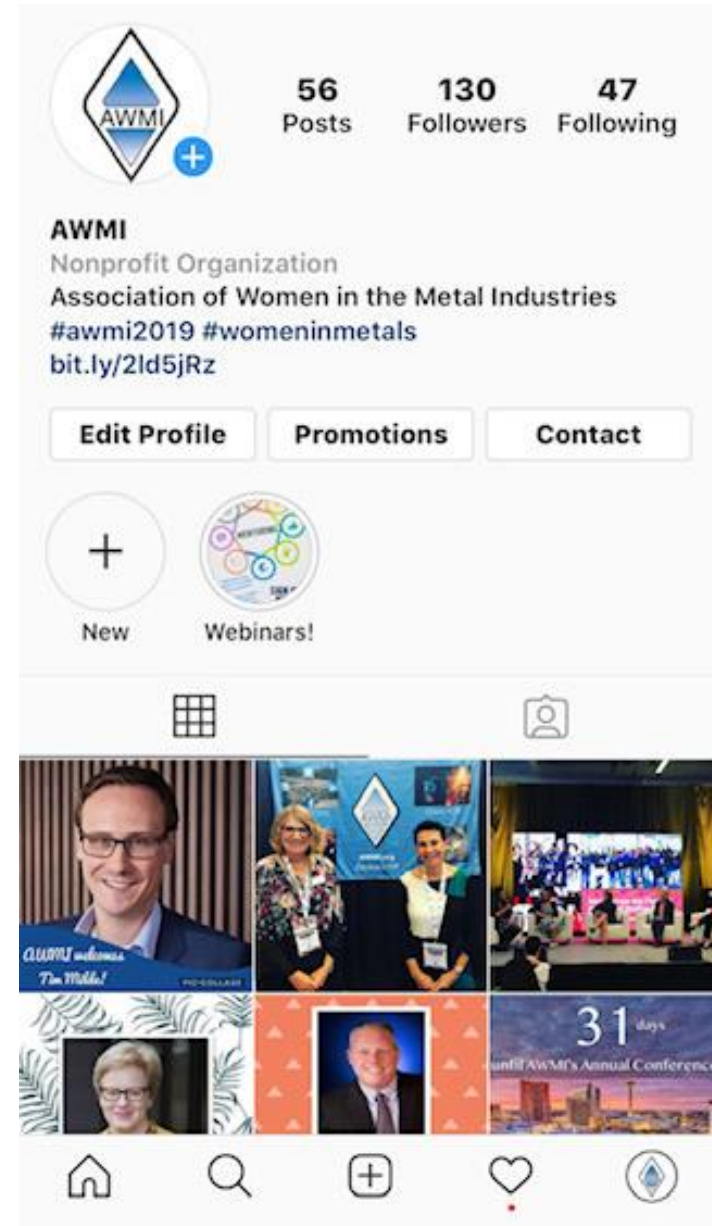
#awmi2019

#womeninmetals

#awmisocialmedia

Marissa Charlton of SMS Group

Marissa.Charlton@SMS-group.com



	Linked In	FB	IG	Twitter
INTERNATIONAL	x	x	x	x
NE	x			
Toronto	x	Used to	x	x
Mid Atlantic	x			
Pittsburgh	x			
Southern				
Alabama	x	x		
Carolinas	x	x		
Texas	x	x		
Tennessee				
Central				
Cinn/NKY	x			
Cleveland	x			
Columbus	x	x		
Detroit	x		x	

	Linked In	FB	IG	Twitter
Western				
California	x	x	x	
Seattle	x	x	x	
Portland	x	used to	used to	
MidWest				
Quad Cities				
Wisconsin	group	x		
Chicago	x	x		x
Minnesota			x	x
St. Louis	x		x	x



Twitter

@awmihq

Gabrielle Ullrich of Midrex
gullrich@midrex.com





Linked In

#awmi2019


#womeninmetals

Amy Beard of Quaker Chemical
bearda@quakerchem.com



**Network. Grow.
Educate. Mentor.**


✓ Following ...



Association Of Women In The Metal Industrie...
Mining & Metals · Mount Royal, New Jersey · 281 followers

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Association Of Women In The Metal Industries - International
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6d

Tim Milde, chief operating officer of **XOM Materials**, will speak about the digitalization of the metals industry at the AWMI 2019 Annual Conference in November. [...see more](#)



Community Hashtags



#womeninmetals
2 followers

#metals
4,107 followers

#awmi
8 followers

See what people are saying about
Association Of Women In The Metal Industries - International

Ad
Make leadership your brand with Fox graduate marketing programs.



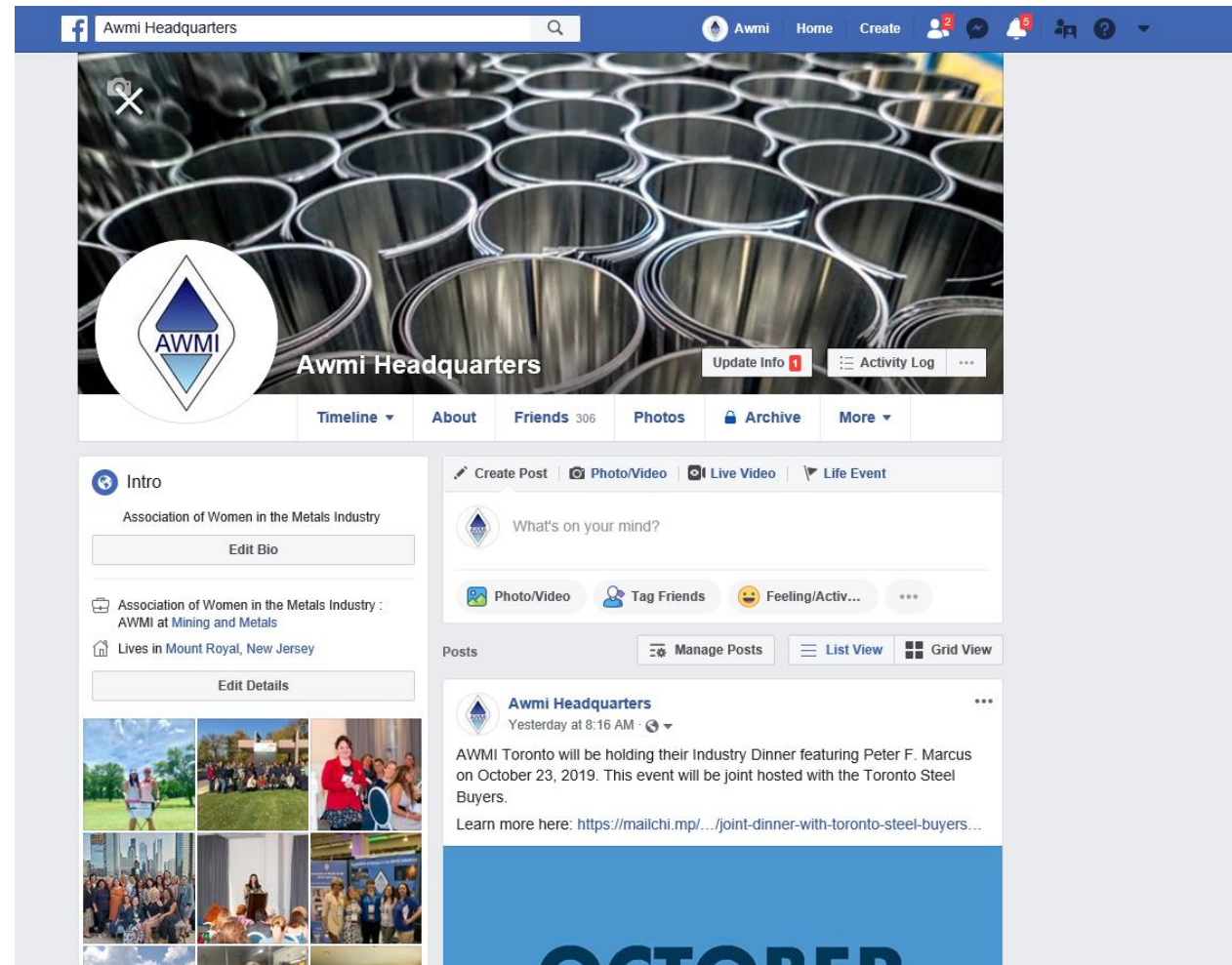


Facebook

<https://www.facebook.com/awmi.headquarters>

Currently looking for help with Facebook!
Interested? Let Anna know!!

atompkins@scraparg.com





Facebook



AWMi Headquarters is the official Facebook page for AWMi. From the Headquarters page you can then find your Chapters “group” which has been created for your Chapter.