

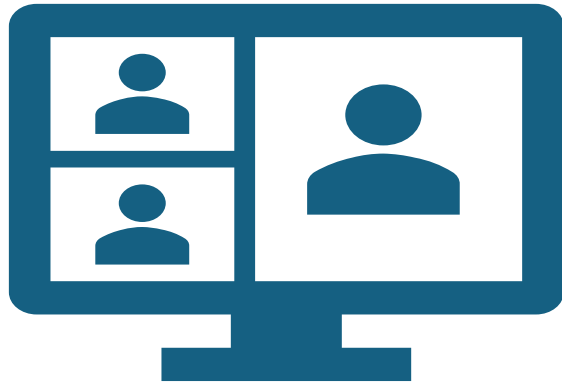


Make Your Chapter's Value Obvious – with Member Voices

Chapter Academy Webinar Series



The sharing & learning continues!



6/4

Recruiting for
your Board



More to come!



**Do you use
testimonials?**



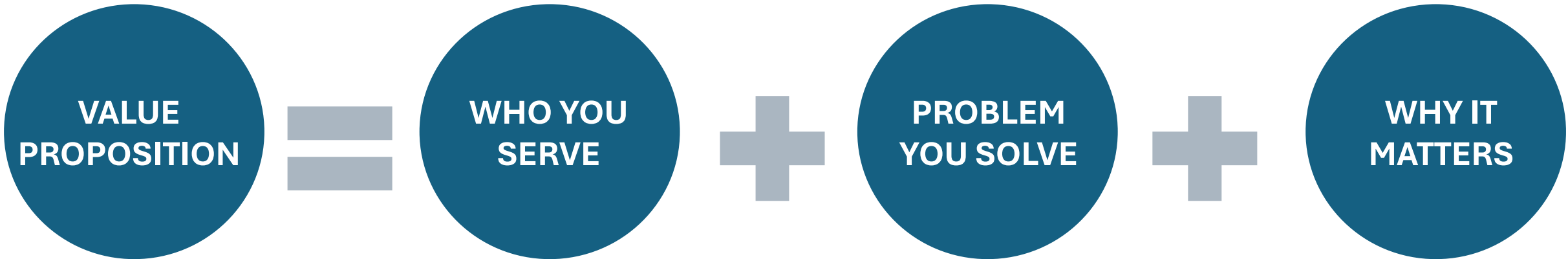
Here's what
you told us


57% don't know if
communications
are landing

49% say members
don't open emails

27% don't have
testimonials

We know our
chapter is valuable
— we just don't
know how to **say it.**



- 
- Feel welcomed
 - Find people who “get” their job
 - Access to trusted peers
 - Career confidence & belonging

NIGP membership is a career multiplier – delivering confidence, capability and connection faster and safer than members can achieve on their own



NIGP MENTORSHIP SPOTLIGHT

Kaylee Yinger

Director of Procurement and Business Services
Beaufort County School District, SC

Mentorship gave me the confidence to step into leadership roles at the state level and lead procurement roundtables. The more we collaborate and openly ask questions, the more effective we become as a profession.

One of my proudest moments was watching a former mentee advance into national service after overcoming major personal and professional hurdles. Seeing someone take what they learned and run with it reminds me why this work matters.



NIGP MENTORSHIP SPOTLIGHT

Colleen Rosson

Grants Administrator
Shoshone County, ID

The NIGP Career Concierge program introduced me to the mentorship program. Looking back, the mentorship experience has been every bit as valuable as any formal course I've taken.

Instead of learning concepts in a classroom, I got to explore how seasoned professionals navigate real challenges, make decisions, and apply procurement principles in ways that truly matter.



MY FORUM STORY

Paige McDonald

Procurement Specialist IV
City of Austin, TX

I've attended NIGP Forum every year since my first one in Boston, and with each Forum I feel more connected—to the event, to NIGP, and especially to the people. At this point, I'm pretty sure I know someone from nearly every state. Last year, I even met attendees who traveled all the way from Hawaii.

Those relationships matter long after Forum ends. Recently, I needed a connection at the Toronto airport, and within an hour someone I met at Forum sent me the perfect contact. That kind of support is invaluable.



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Desired Outcomes (Benefits)

- Confidence
- Ability to lead
- Professional effectiveness
- Personal fulfillment

Costs Reduced

- trial-and-error leadership development
- expensive external leadership training or consulting
- accelerates readiness without tuition-based programs

Effort Reduced

- learning happens through relationships vs searching
- access to trusted guidance vs navigating challenges alone

Risk Reduced

- risk of leadership missteps due to peer validation and shared experience
- safer environment to ask questions openly



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Desired Outcomes (Benefits)

- Belonging
- Trusted, responsive network
- J-I-T solving
- Relationship

Costs Reduced

- cost of isolated decision-making
- time and money spent searching for the “right” expert

Effort Reduced

- one-to-many access to peers instead of cold outreach

Risk Reduced

- professional risks through fast, credible advice
- Risk of being unsupported in high-stakes moment



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Desired Outcomes (Benefits)

- Exposure to how seasoned pros handle challenges
- Practical application of procurement principles
- Professional development

Costs Reduced

- high tuition of traditional coursework
- learning integrated into work vs time away

Effort Reduced

- learning is applied & contextual vs theoretical-only instruction
- faster transfer from learning to performance

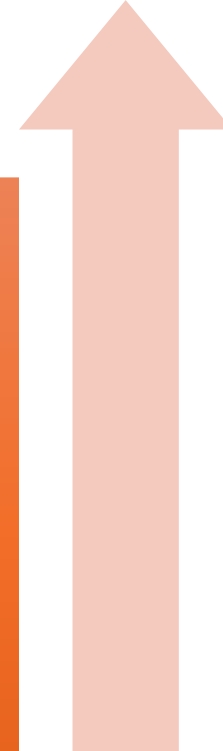
Risk Reduced

- professional risk of applying theory incorrectly
- learn from others' experience instead of costly mistakes



**What
we do**
(chapter)

**Why it
matters
to me**
(member)



Problem



Solution

- 1 Members don't open emails
- 2 We lean on event promotion & news
- 3 Our messaging is mostly generic
- 4 We don't if message is landing
- 5 We don't have testimonials

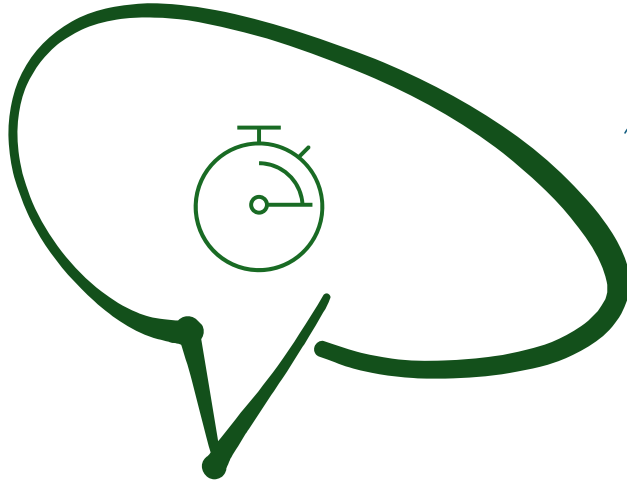
- 1 Subj lines & intros in written in member voice are more compelling
- 2 Shift from what the event is to why it matters to someone
- 3 Testimonials replace vague descriptors with lived experiences
- 4 Engagement shows up in replies
- 5 Collecting stories as leadership task not a marketing hurdle

Reframe the ask

**Capturing &
sharing stories**



Collecting testimonials



LOW-EFFORT OPTIONS

- Post-event follow-up
- Short email / form
- Social / community prompt



LIVED OPPORTUNITIES

- End of meeting
- Station at a meeting
- New member-check in



EASY PROMPTS

- What surprised you when you got involved?
- What problem has NIGP helped you solve?

Use them

- Chapter website
- Membership emails
- Event promos
- Social media
- Leadership presentations
- Board recruitment

Instead of:

Our chapter offers networking

Use:

Before joining, I didn't know anyone in procurement. Now I have people I can call when I have a question.



SHORT

1-2
sentences

NAMED

1st name +
role

OUTCOME

Tie to a
feeling or
outcome



<https://bit.ly/3P44sk0?r=qr>



Tools

- StoryPrompt
- Famewall
- Canva
 - Video templates <https://www.canva.com/video-editor/templates/reviews/>
 - Testimonial templates <https://www.canva.com/templates/s/testimonial/>
 - Step-by-step Graphical templates - <https://www.youtube.com/watch?v=KXGSlNqLZwM&t=8s>
 - Video - Natalia Kalinska's YouTube channel on video <https://www.youtube.com/@NataliaKalinska/search?query=video>
 - BTW – cool video on updates https://www.youtube.com/watch?v=gvbs_I_E0D0



Quick Recap

- ✓ Your Chapter's strongest marketing asset is **YOUR MEMBERS**
- ✓ Events are not the message, **BELONGING IS**
- ✓ Relevance drives engagement, **STORIES SPEAK**
- ✓ Generic messaging happens when we describe services
- ✓ It's less about a marketing strategy, more about a **STORY PIPELINE**