



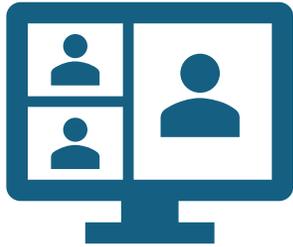
From Spark to Commitment: *Inspiring Prospects and Welcoming New Members*

Chapter Academy Webinar Series



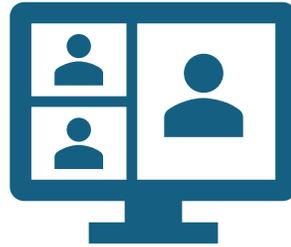
The sharing & learning continues!

3/12



Membership

4/9



High-Value
Programs &
Services

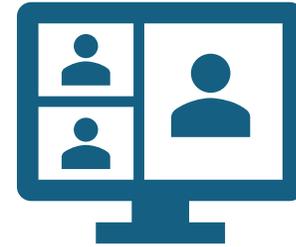
**SHARE
YOURS!**

5/7



Virtual

6/4



Virtual



**Turn your brag flyer
into a Poster for
NIGP Forum 2026
Procurement
Excellence Showcase**



**What's YOUR go-to
member benefit?**

Why Do People Join an Association?

Professional & Career Development

- Access to training, certifications & continuing education
- Career advancement opportunities and job boards
- Stay current with industry trends & best practices

Networking

- Connect with peers, mentors & potential collaborators
- Build relationships leading to referrals & partnerships
- Access to exclusive events and conferences

Resources & Information

- Industry research, publications, and data
- Tools, templates, and member-only content
- Advocacy on policy issues affecting your field

Credibility & Recognition

- Use membership as a professional credential
- Awards, certifications & recognition programs
- Association with a respected brand in your field

Community & Belonging

- Find like-minded people who share your challenges
- A sense of identity and pride in your profession
- Peer support and a place to ask questions

Practical Benefits

- Discounts on products, services, & events
- Support and problem solving

Benefits of Joining Both a Chapter & National Association

What the CHAPTER Adds

- Local connections — meet people in your own city or region
- Accessible events — meetups & workshops without travel
- Relevant programming tailored to local market conditions
- Tighter community — smaller groups, deeper relationships
- Easier involvement — volunteer & lead at the local level
- Mentorship — one-on-one relationships nearby

What the NATIONAL Adds

- Broader network — connections across the entire country
- Greater resources — more research, publications & tools
- Industry-wide advocacy — national lobbying & policy influence
- Prestigious credentials — nationally recognized designations
- Major conferences — flagship events with top speakers
- Trend visibility — a wider lens on where the industry is heading

The COMBINED Advantage

- Depth (local) + Breadth (national) — the best of both
- Local chapters feed into national leadership pipelines
- Maximize national resources delivered through chapters
- Build a reputation locally, leverage it nationally

Neither fully replaces the other — the chapter makes the national feel personal, and the national gives the chapter meaning and scale.

SOLVE TODAY'S PROCUREMENT HEADACHE

I need answers/templates/peer advice now
(RFP, protest, audit finding, grant rules)

STAY COMPLIANT & REDUCE RISK

Policies changed. I don't want findings,
protests, or headlines.

CREDENTIAL UPSKILLING / ADVANCE CAREER

I want to grow into Senior Buyer/Manager
and earn respected credentials



MAXIMIZE MY NIGP VALUE

Practical local help +
national-scale
learning, advocacy &
credentials



LOCAL PEERS WHO GET MY WORLD

I want people nearby to call,
compare, and sanity-check



CREDIBILITY FOR ME & MY OFFICE, TEAM

Being part of NIGP + Chapter signals
professionalism to leadership, finance,
and council

The Recruitment Sprint

3-Step Approach to Spring a Trigger



01

01

MICRO BRIEFING

- Host a 20-min. monthly micro-briefing on 1 pain point (*Protest-proofing your RFP or templates to fast-track xx*)
- Offer template or checklist take-away
- Measure registrations, downloads, attendance, joins

02

02

OFFICE HOURS

- Host reoccurring 30-min virtual meet-ups focused on 1 topic/tool
- Highlight local expertise
- Include AMA chat & intros
- Measure attendance, joins

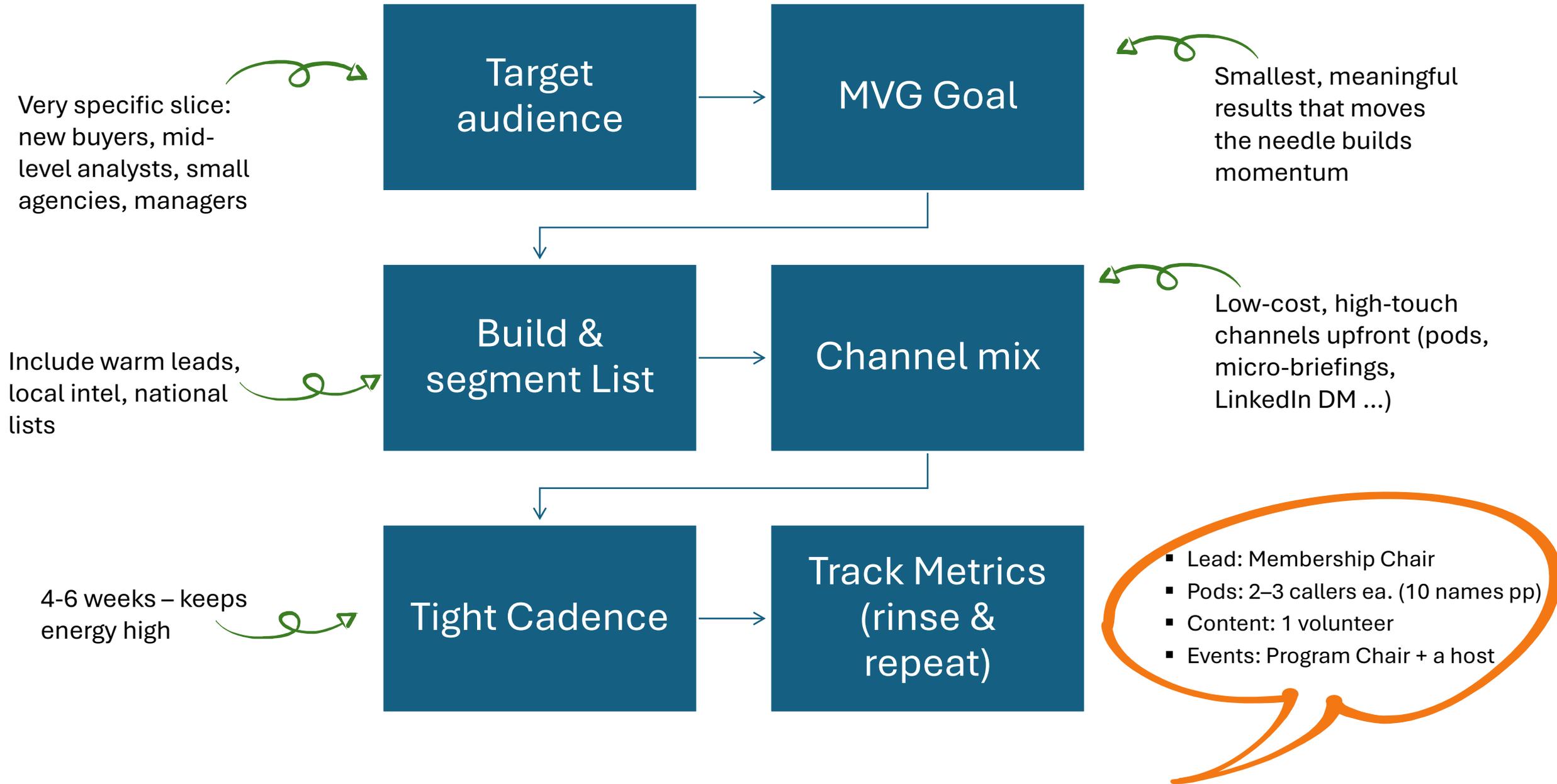
03

03

PHONE-A-THONS

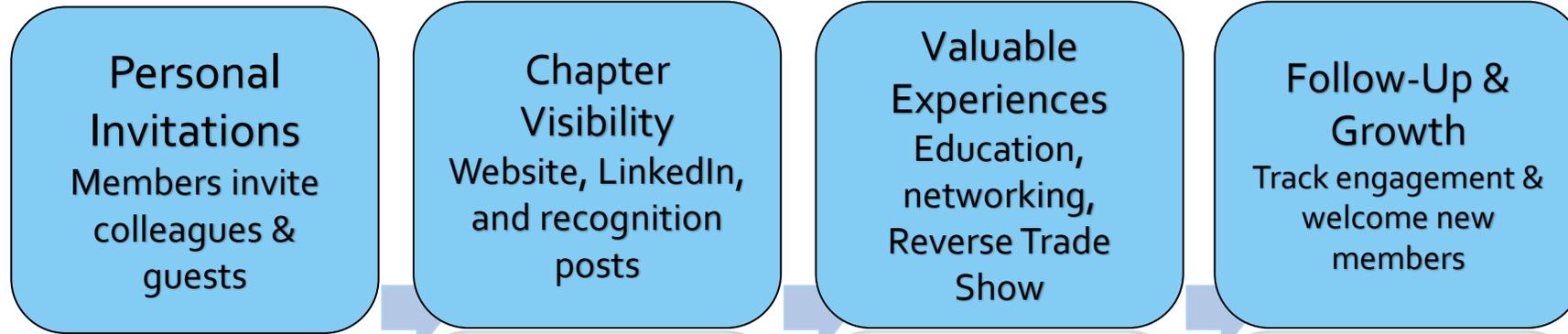
- Activate pods - small groups of volunteers - to call participants
- All warm leads
- Incentive (*free registration to next event*)
- Measure follow-up participation, joins

Creating the plan – one quarter at a time



Growing Our Chapter: A Recruitment Journey

Central Gulf Coast Chapter of NIGP



"Recruitment begins with relationships and grows through shared professional purpose."



Our recruitment approach has really been a journey. It starts with personal invitations from members, building visibility for the chapter, creating valuable experiences through education and networking, and then following up with those who engage. When professionals see the value and connection our chapter provides, membership becomes the natural next step.



Central Gulf Coast
Official Chapter

Let's keep 'em: 90-day window



1-7 days: Welcome & Orientation

- Send warm welcome email w/ 3 “start here” links
- Ask their top challenge & deliver a micro-win



8-30 days: Connect & Engage

- Personal call
- Invite to low-pressure connection point
- Intro to 1 peer locally, 1 nat'l resource
- LinkedIn shout-out
- Public welcome



31-60 days Activate Value

- Check-in email
- Share tailored resource
- Invite to share – spec to a swap, office hours topic
- Track their engagement



61-90 days: Build belonging

- Invite to a local event
- Get connected to a national happening
- Ask them about a resource
- 3 wins they've achieved

90-day Success Indicators ...

- Attend 1 event
- Made 1 peer connection
- Used 1 national resource
- Had 1 direct touch with chapter
- Saw 1 early win that mattered at work

Membership



RESOURCES:

Chapter Resource

Membership Brochures	+
New Member Packets and Certificate	+
Member Recruitment and Retention	+
Scholarship Program	+
Mentoring Program	+
Recognizing Members	+
Other Resources	+

<https://www.nigp.org/chapters/membership#>

Join us April 9
Share your high value option!



Share by April 1!