Your learning guide:

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**Unfolding our Journey**

1. **Getting To Know Each Other**
   - Polls
   - Intros
   - Contest

2. **Decoding Member Engagement**
   Exploring why (benefits)

3. **Ramping your Member Services**
   Exploring the what (features)

4. **Webinars**
   Continuing the learning & networking 3/36 and 4/23
What resonated with you from yesterday?
Embrace the Habit of Challenging

Id & challenge orthodoxies: beliefs are the deep-seated assumptions we make about how the world works.
What’s your ...

• Networking Goal
• Learning Goal
Focus Grouping

By Role:

• In your chapter role ... how do you contribute to decisions?
• What do you need to be successful?
• How does the role connect to your professional job?
• What do you need to successfully do your volunteer job?
**FEATURE**

Fact about the product or service. **What it IS.**

**BENEFIT**

Obtained when the feature meets the need. **What it DOES.**

**NEED**

Solution sought by member. **What they NEED.**
Actively used Member services

Drives member engagement, builds member loyalty
Outcomes

- High satisfaction ratings on surveys
- Meet registration goals
  - Collaboration
  - Blend of activities – virtual & in-person
  - Innovation
The answer to what isn’t always a traditional event …

**WEBSITE**
- Telling the chapter story
  - Local resource
  - Hub for chapter

**MEET-UP**
- 30-minute Briefing
- 30-minute Mondays
  - Book club
  - Meditation group

**EXPLORE GROUP**
- Walking tours of the city
- Checking out local sites
- Hiking / biking groups

**LEADING WITH CONTENT**
- Curated YouTube playlist or reading list
- Question of the Week
- Podcast / Video
- Blog

**DRIVING CONVERSATION**
- What’s App
- LinkedIn
- Text Group

**Career pathways**
- Mentoring
  - Peer-to-peer connections
  - Building education around pathways
  - Short-term learning cohort
Building WITH not FOR
Focus Group Example

Thinking of a NEW CAREERIST …

• What’s an urgent issue in your job?
• What’s impacting – positively or negatively – in your job today?
• Where do you see your career going? Or would like it to go?
• What would you think could help you achieve that?
• How do you like to network?
• What are your goals for networking at a chapter event?
(1) Id an issue – something of importance or need for members or profession.

(2) Build an offering around addressing that issue.
TAPPING CHAPTER RESOURCES – NIGP HAS YOU COVERED!
From Budgeting to Volunteerism, NIGP Chapter SME’s Got You Covered!

Need specific help on a subject? Call on the NEW Chapter SME’s!

Hi, I am a Chapter SME & I enjoy helping Chapters with:
- Strategic Planning
- Volunteerism
- Member Engagement
- Budgets
- Strategic Planning
- Chapter Operations
- Social Media
Looking for a Thought Leader on a Key Topic? NIGP Business Council’s Got You Covered!

Through our Chapter Visit Program, you can request a no-cost presentation on a number of key topics.
Stay Connected

★ Join the monthly Chapter Huddles

★ And share during our Chapter Leader Calls
Ask a Question, Share Your Knowledge

Chapter Leaders NSite Community is the place to

✓ Ask your burning questions on your
✓ Share & find best practices
Chapter Online Resource Library

★ Information & samples on subjects including resources, services, chapter recruitment, governance and management.

★ Organized into 7 specific categories with dozens of links to resources

Library Pages

- Library Home
- Governance
- Financial Management
- Membership
- Legal, Taxes & Insurance
- Events and Conferences
- Marketing
- Webinars
- NSite Community
Looking to Grow Your Chapter Membership?

Did you know you can request a list of NIGP Members in your state for Membership recruitment?
Send us your Chapter Newsletters

Sharing is Caring
Peace of Mind is Yours through our General Liability Insurance

✓ **FREE INSURANCE**

✓ Request for a Venue to be added at **no charge**

✓ Just provide location name, address, date & type of event
Event Planning Boost: Host an NIGP Course

Choose the topic your chapter wants to learn

Get access to experienced instructors

Earn money for your chapter
Do you feel award winning? *(We think you are ...)*

- Chapter Performance Standards Seals
- Outstanding Chapter Awards
- Submissions due **May 27**th
Fueling leadership growth at every level.

NIGP Program Updates
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<td>Creates a new State-of-the-Art website for your Chapter</td>
<td>Increased alignment with NIGP branding</td>
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<td>Flexibility to create site that meets your chapter’s unique needs and offerings</td>
<td>Ability to develop new features (free based on all Chapter needs)</td>
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Annual costs to NIGP to maintain 32+ websites = $80,000 plus
NIGP Chapter Websites Launched

<p>| Arizona State Capitol Chapter | Mississippi Association of Government Purchasers |
| Arkansas Chapter              | MAGPPA                                           |
| Central Florida Chapter       | Missouri Association of Public Purchasing         |
| Central Ohio Chapter          | New Mexico Association of Public Purchasers       |
| Coastal Georgia               | Northern California Chapter                       |
| Copper Chapter                | Oklahoma Chapter                                  |
| Dallas Fort Worth Chapter     | Oregon Public Purchasing Association              |
| El Paso Chapter               | Rocky Mountain Governmental Purchasing Association|
| Georgia Chapter               | San Antonio Public Purchasing Association         |
| Illinois Association of Public Procurement Officials | Southeast Florida Chapter                        |
| (IAPPO)                       | Southeast Louisiana (SELA)                        |
| Iowa - IPPA                   | Southeast Texas Association of Public Purchasing  |
| Kentucky Public Purchasing Association (KPPA) | Chapter of NIGP                                  |
| Louisiana Chapter of NIGP     | Tampa Bay Area Chapter                            |
| Maryland Public Purchasing Association | Tennessee Association of Public Purchasing (TAPP) |
| Michigan Public Purchasing Officers Association | Texas Association of Public Purchasers            |
|                               | Washington DC Chapter                             |
|                               | Washington State Chapter                          |</p>
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To help offset this $80,000 annual cost and keep these websites free to all, NIGP is selling advertising spots near the bottom of the home page.
NIGP Learning Giveback Program

Your Chapter can earn money.

For every NIGP Member that registers for a NIGP-hosted course and identifies themselves as a member of your chapter, NIGP will give back

5% of gross revenue for each registration

Register for a course today!
www.nigp.org/courses-by-month
Register early and save

Register 60 days in advance for an upcoming course and receive a 20% discount.

NIGP PROFESSIONAL DEVELOPMENT CALENDAR

https://www.nigp.org/courses-by-month
Now get free funding.

NIGP Scholarship Program.

Thanks to Sourcewell
NIGP BLOG

A new and exciting way to share your voice!

www.nigp.org/blog
REGISTRATION NOW OPEN
Driving procurement forward.

www.nigp.org/forum
Looking to Partner with Chapters
Webinars, newsletters and events

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