"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now--what was it you wanted to sell me?"
THE CHALLENGE OF GETTING SEEN AND GETTING HEARD
THE NEW MARKETING FUNNEL

THE MARKETING TO SALES CONTINUUM

“WHO ARE YOU ...REALLY?”
UNTIL THEY SEE RELEVANCE AND DIFFERENTIATION HERE

“WHY SHOULD I JOIN YOUR ASSOCIATION?”

“JOIN NOW!”
YOUR MARKET WON’T BE CONVINCED HERE...
BRANDING YOUR ASSOCIATION

VALUE PROPOSITION

“WHO ARE YOU ...REALLY?”

“AWARENESS”

“WHY SHOULD I JOIN YOUR ASSOCIATION?”

“JOIN NOW?”

“MARKETING”

“PREFERENCE”

“SALES”
We need to
• attract
• engage and
• delight
members *all the time*
THE CHALLENGE OF GETTING SEEN AND GETTING HEARD

WHAT IS A BRAND AND WHY IS IT IMPORTANT?
A brand is not a logo alone. A brand is a distinctive identity based on a promise of value different from any other.
THINK OF IT AS PERSONALITY

- Consistency is transformed into personality
- Personality contains the human qualities you relate to and depend on in a relationship
- Loyalty is the emotional payoff
BRANDING YOUR ASSOCIATION

I’M A PC. I’M A MAC.
BRANDING YOUR ASSOCIATION

WHEN PEOPLE LOOK FOR SERVICES . . .

Finding

Choosing

Intellectual

Expertise

Expertise

Emotional

Comfort

Comfort
BRANDING YOUR ASSOCIATION

### WHEN PEOPLE DECIDE TO BUY . . .

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<th>Finding</th>
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BRANDING YOUR ASSOCIATION

WHEN SERVICES ARE

- Hard to tell apart
- Equal in price and performance

The **brand** is the differentiation.
WHAT MAKES COMMUNICATIONS EFFECTIVE?

COMMUNICATION BEST PRACTICES
WE HAVE NO READERS, GENERALLY (ONLY SCANNERS) NO ONE READS WHEN THINGS

- look hard to read
- are hard to read
- deliver more useless than useful information
- are me-centered, not client-centered (gorilla-grams)
- are out-of-date
THEREFORE MARKETERS NEED TO DELIVER MATERIAL THAT IS...

- modular
- scannable, in visual bites
- delivers substance graphically, inverting the typical word:image ratio
- has a unique voice
- creates a personality for the association
- aligns the association’s services with today’s business realities
YOUR JOB IS TO

- appear important, confident and a leader
- be human and approachable
- respect the reader’s time
- tell your story as much as possible with images, charts, tables and graphs
COMMUNICATION BEST PRACTICES

WHY DOES THIS FAIL?

- A label, not a benefit headline
- Visually off-putting wall of words
WHY START WITH THE WEBSITE?

QUICK! 3 SECONDS!
Maryland Retired School Personnel Association
Looking Back... and Moving Forward!

Following the advice of the well-known saying, “You can’t know where you’re going unless you know where you’ve been,” MRSPA has been (and will continue to) look back with an eye to the future.

At our May 8th Annual Business Meeting, we joined together for a remembrance service honoring MRSPA members who departed this life in the past year. Delegates reviewed the year through the sharing of reports of the Association’s work during 2018-19 and approved the 2019-20 budget and the proposed bylaw change.

Retiring board members were recognized with much appreciation for their service to MRSPA, and our newly elected officials were installed.

Community service and membership growth awards were bestowed upon locals and individuals, and we celebrated this year’s scholarship winners. Our member benefit providers shared their available services at vendor tables and 598 lbs. of food was donated to the Maryland Food Bank by our very generous delegates! We had fun connecting MRSPA members (and our paperclips) from across Maryland. Door prize and scholarship raffle drawings kept us in suspense until the lucky winners were chosen.

May 8th was a wonderful day of looking back and of looking forward to MRSPA’s future. Thank you to all who worked to make this event possible, to all who attended this year, and to everyone who will be leading local Associations and MRSPA into the future.

This year, we have a special opportunity to look back, as MRSPA celebrates its 75th anniversary! In 1945, when MRSPA’s predecessor was established, the world was quite a different place. Fortunately for us, there were those who recognized the need to establish and protect a secure retirement for school personnel. Those leaders of 1945 were certainly looking forward, and it’s our responsibility to continue their resolve. During the upcoming year, we will look back and move forward as we celebrate and continue MRSPA’s mission.

I hope you have a delightful and relaxing summer!
MRSPA Executive Director Wanda R. Twigg explains why all retired Maryland school personnel should join MRSPA.
Member Benefits

The MRSPA Member Benefits Committee investigates and recommends selected benefits for MRSPA members. The recommendations are then approved by the MRSPA Board of Directors. These plans are available at discounted prices. MRSPA currently offers many benefits at attractive rates.

You must maintain membership in the Maryland Retired School Personnel Association to be eligible to participate in the member benefits program.

In order to access the full members benefit page you need to log into the MEMBER LOGIN section.
Why Join MRSPA?

MRSPA Executive Director Wanda R. Twigg explains why all retired Maryland school personnel should join MRSPA.

The Maryland Retired School Personnel Association (MRSPA)

- Is the only organization in the state that works exclusively for retired school personnel to protect your defined benefit pension benefits
- Advocates for its members’ interests locally in Annapolis and nationally in Washington
- Keeps members informed with the newsletter, MRSPA News, five times a year

New Member Recruitment Incentive!
Earn a $10 gift card for each NEW MEMBER you sign up as a DUES DEDUCTION member.

This allows automatic renewal, so no membership interruption while saving time and postage.

Write your name on the membership application, as recruiter. Return the completed application to:
QUESTIONS?
THOUGHTS?
IDEAS?
PUSHBACK?