

CAN YOU SEE US NOW? A BRAND NEW WORLD

**Maryland Retired School
Personnel Association
Leadership Workshop
September 18, 2019**





***"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?"***

...re.
...pany.
...pany's product.
...r company stands for.
...pany's customers.
...pany's record.
...pany's reputation.
...wanted to sell me?"



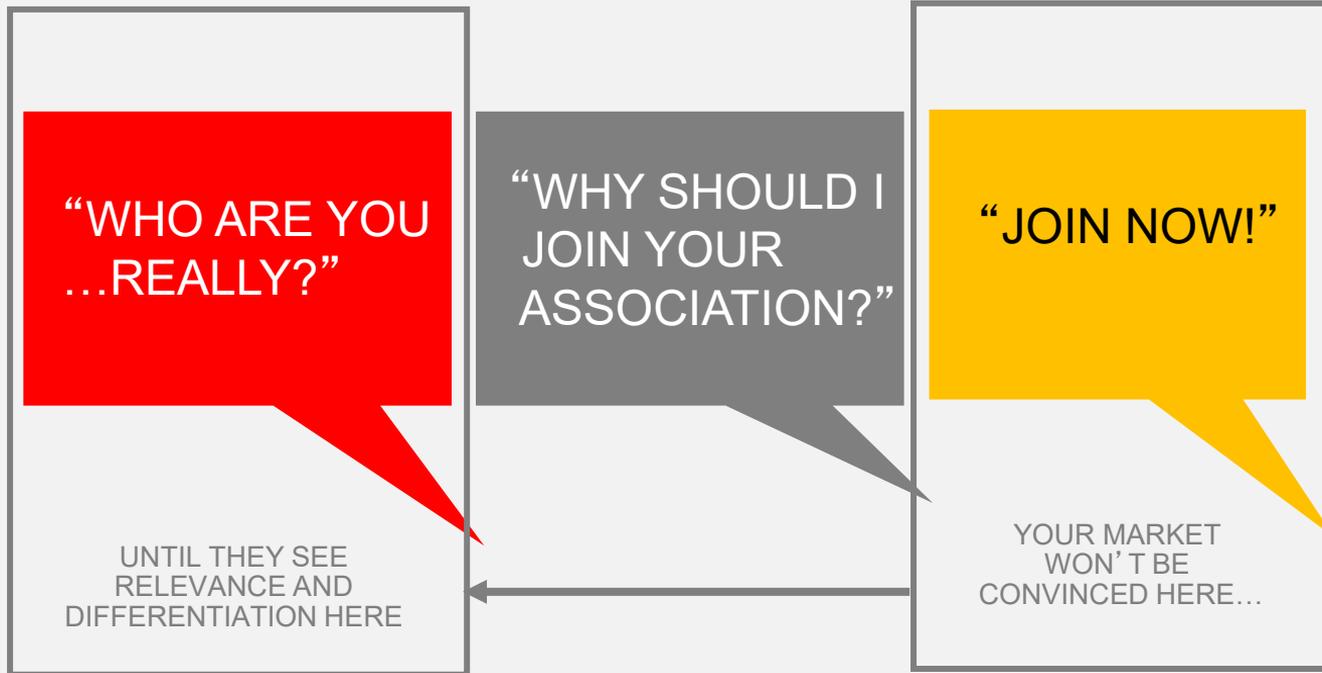
...t before your salesman calls—with business publication advertising.

McGRAW-HILL MAGAZINES
BUSINESS • PROFESSIONAL • TECHNICAL

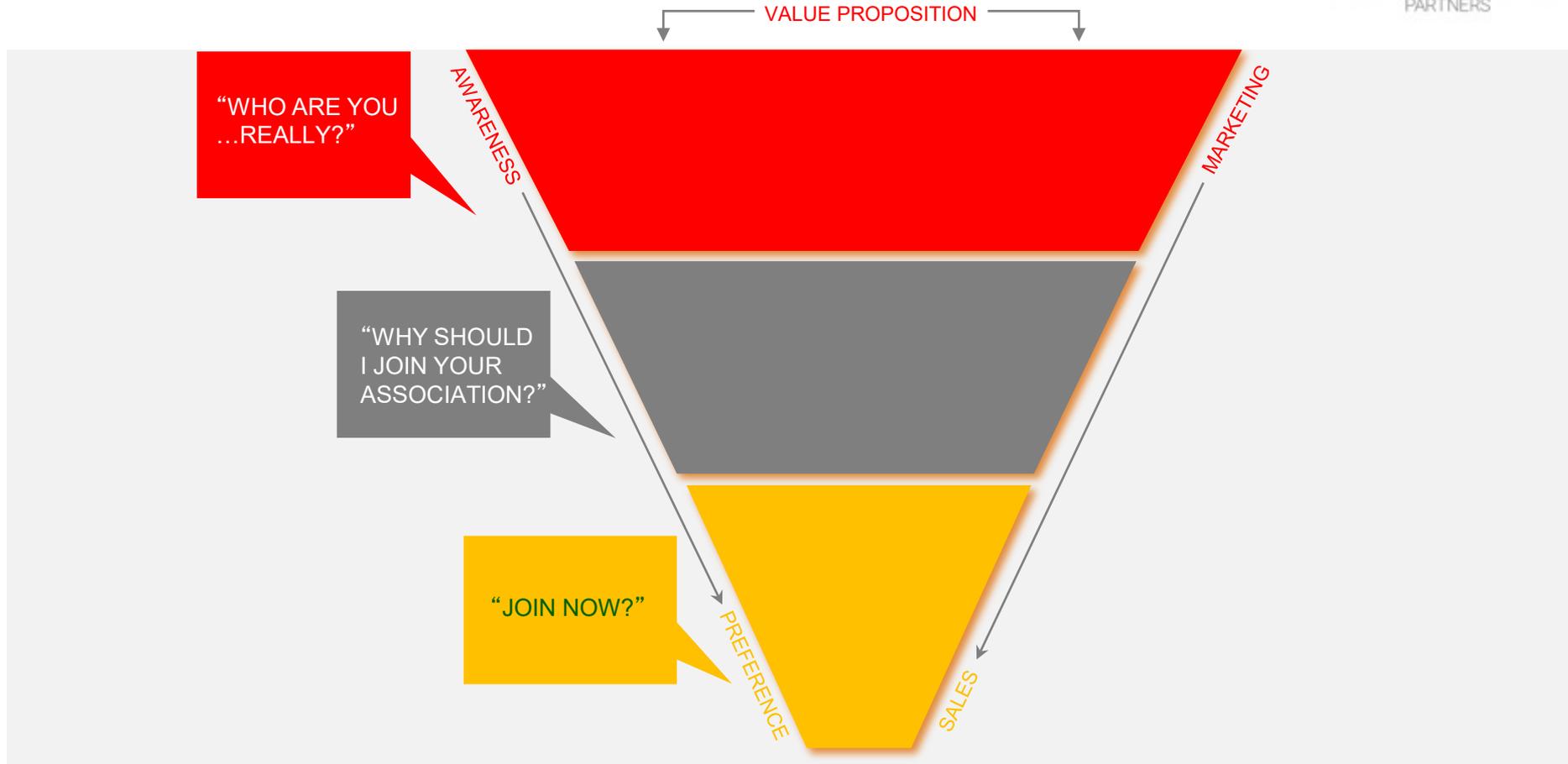
THE CHALLENGE OF GETTING SEEN AND GETTING HEARD



THE *MARKETING TO SALES* CONTINUUM



BRANDING YOUR ASSOCIATION



BRANDING YOUR ASSOCIATION

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.



WHEN PEOPLE LOOK FOR SERVICES . . .

	Finding	Choosing
Intellectual	Expertise	Expertise
Emotional	Comfort	Comfort

WHEN PEOPLE DECIDE TO BUY . . .

	Finding	Choosing
Intellectual	Expertise	Expertise
Emotional	Comfort	Comfort

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

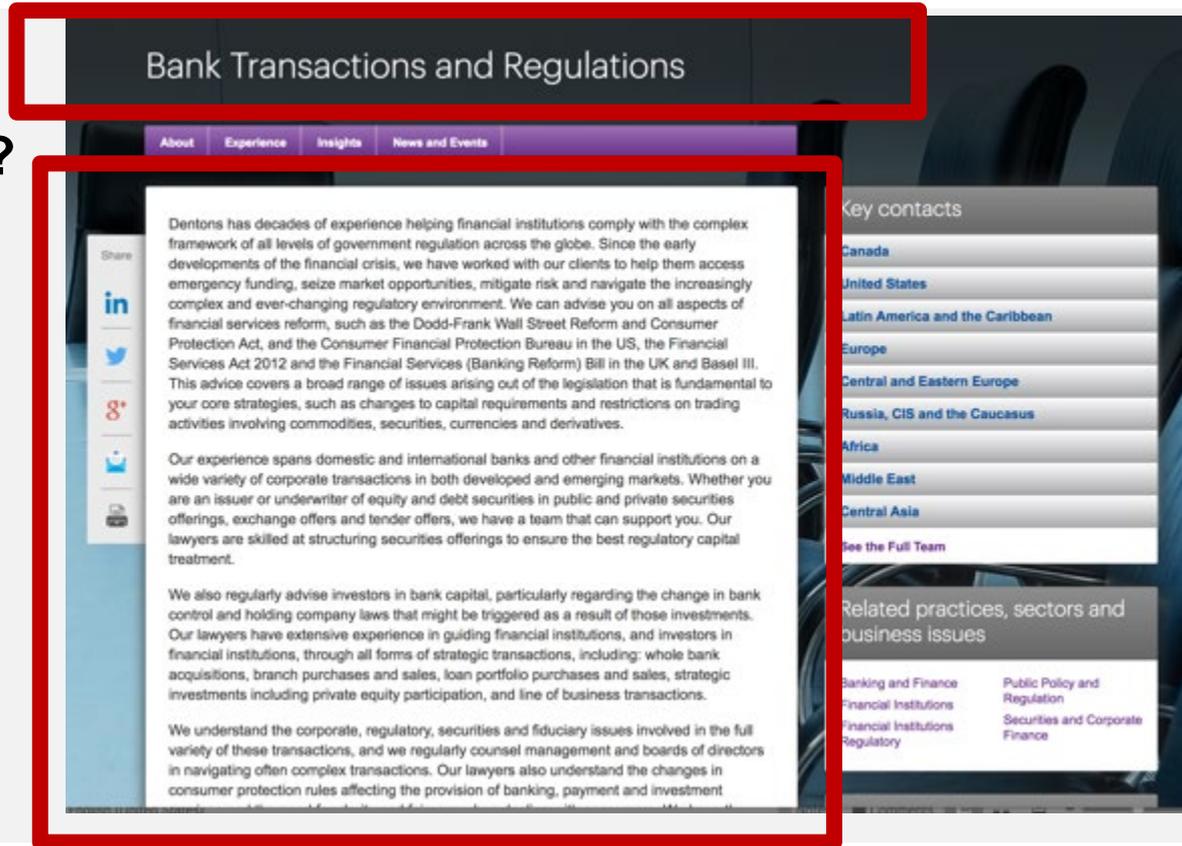
YOUR JOB IS TO

- 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





Maryland Retired School Personnel Association



- Home
- About Us
- Join or Renew
- Committees
- Locals
- Member Benefits
- Member Recognition
- Pension Information
- News & Events
- Annual Business Meetings
- Legislation
- Travel



*75 Years of Connecting,
Protecting, Making a Difference*

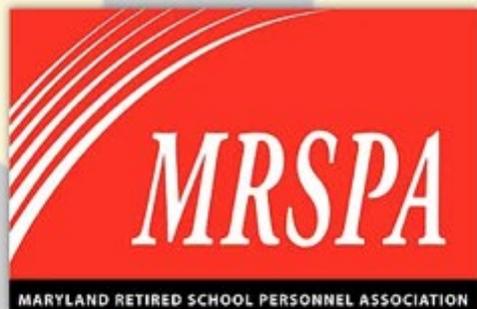
[Login/Sign up](#)

[News](#)

[Features](#)

**WHY START
WITH THE
WEBSITE?**

**QUICK!
3 SECONDS!**



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Overview, Vision & Mission, Mission Statement

- Board Directory
- Board Appointees
- History of MRSPA
- President's Message
- Executive Director's Message
- Office Information
- Contact Form
- Office Staff
- Photo Galleries



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!





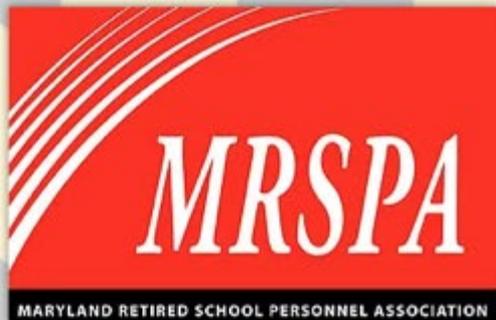
**MRSPA Executive Director
Wanda R. Twigg explains why
all retired Maryland school
personnel should join MRS**

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Retired School Personnel Association

ization in the state that works exclusively for





Maryland Retired School Personnel Association



Home

About Us

Join or Renew

Committees

Locals

Member Benefits

Member Recognition

Pension Information

News & Events

Annual Business Meetings

Legislation

Travel

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.

- Home
- About Us
- Join or Renew
- Committees
- Locals
- Member Benefits
- Member Recognition
- Pension Information
- News & Events
- Annual Business Meetings
- Legislation
- Travel

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 trees , time , and postage !

Write your name on the membership application, as recruiter.
Return the completed application to:

**QUESTIONS?
THOUGHTS?
IDEAS?
PUSHBACK?**

