

ISAE
E-BOOK

Case Study Series of:

2017 STAR AWARD WINNERS



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INDIANA SOCIETY *of* ASSOCIATION EXECUTIVES

PART ONE

OUTSTANDING CONVENTION

Since its inception in 1999, the ISAE STAR Awards has offered associations the opportunity to showcase their work. In the associations industry, we often get our best ideas from each other. This eBook highlights several of the winning projects from 2017 with the hope that other associations will be able to benefit from these ideas.



Tau Kappa Epsilon (TKE) won the 2017 Outstanding Convention STAR Award. The biennial convention, referred

to as the Conclave, garnered an outpouring of appreciation for the grand scale of the event. Through planning, dedication, and great teamwork, TKE was able to create an event unlike any other in the organization's history. This created an enormous sense of pride for the organization's members. That pride will be carried back with them where it will be shared with the members who were unable to attend – further increasing the value of this event. This energy translates directly to growth. Seventy-six percent of TKE

groups have reported an increase in membership since the Conclave.

What made the event so special? TKE had 572 members in attendance, 425 of which were collegiate members.

Attendees were overjoyed to see their organization's colors covering the hotel.



They shared their Conclave experiences with their networks via social media. Conclave programming included 12 educational workshops. Members were also able to vote on five pieces of legislation. In addition, the New Grand Council (TKE Board of Directors) were elected during the Conclave. Tau Kappa Epsilon recognized 15 groups with its highest chapter based award, as well as eight collegiate members with TKE's highest collegiate award. The organization also contributed 4,032 volunteers to the local community over the course of a single morning through the TKE Day of Service event, resulting in a \$94,000 total philanthropic impact.

PART TWO

IMPACTFUL TECHNOLOGY



The Indiana Bankers Association (IBA) received the 2017 Impactful Technology STAR Award for its innovative use of technology

through the IBA mobile app. Primarily used for large-scale events, the multipurpose app includes access to the association's magazine, staff information, and other IBA features. The technology gives IBA members the chance to attend events with convenience, while also interacting with fellow members through the embedded social media component. The number of participants who not only follow the app, but also take part in social media, is impressive. For example, at IBA's Mega Conference, 692 posts were made or liked/commented on during the two days of the educational event thanks to the social media integration of the app. The IBA mobile app stands out in its ability to showcase the association's commitment to the future. The app gives members quick and easy access to the content they love, when they need it the most.

PART THREE

INNOVATIVE MEMBERSHIP PROGRAM



The multifamily economy was booming, but the Indiana Apartment Association's (IAA) membership and

recruitment rates remained the same for several years. It was time for the association to focus their efforts on matching the external environment.

IAA's Enfront Program was designed to increase renewal rates of all member segments. Even with their historically high renewal rate, the IAA Board of Directors set an initiative to increase the membership renewal rate by five percent to coincide with the development of the market. To meet the Board's goals, IAA's first step was to take a deep dive into their existing membership renewal efforts. Looking at previous retention campaigns, the association noticed that retention efforts were started only 45 days before the due date. Plus, communications were mainly sent via mail.

These postal notifications, sent 45 and 20 days prior to the renewal date, included a letter, a benefit listing, and an invoice. Outside of postal reminders, two email notices were sent 30 days and 15 days prior to the renewal deadline. Members looking to renew could only pay via check and credit card over the phone or on the invoice. After reviewing this renewal plan, it was clear to IAA that an inventive approach was needed to achieve their goals. The association set out to diversify their communications; open the collection period sooner; and move the payment processing online. Thus, the Enfront Program was born.

The program not only increased overall renewal by nine percent, but there was also a significant increase in early renewals. Compared to the previous year, IAA saw a seven percent increase of renewals prior to the renewal date, surpassing their original goal. This reduced staff collection calls and was one of the many reasons why the Enfront Retention Program was a success. Due to the success of the program, IAA plans to extend the Enfront Program three months after the renewal date in an effort to increase the retention rate by an additional four percent.



PART FOUR

OUTSTANDING INDIVIDUAL PROGRAM/EVENT

This year, The STAR Award for Outstanding Individual Program/Event went to three worthy recipients: the Society for Nutrition Education and Behavior (SNEB) won the Large Budget category, the Construction Family Assistance Foundation (CFA Foundation) won the Medium Budget category and the Midwestern States Environmental Consultants Association (MSECA) won the Small Budget category.



**Society for
Nutrition Education
and Behavior**

Hosting nearly 40 webinars a year, SNEB places a strong emphasis on education. Its Global

Food Insecurity webinar received the STAR award for its success and innovative collaborations and marketing tactics. The hour-long session was free to all attendees and is one of the association's most successful webinars to date. Marketing tactics to promote the webinar were implemented across multiple channels, including collaborating with two SNEB divisions to sponsor the webinar, and enlisting two

nutrition organizations to collaborate with SNEB and co-host the webinar. Some marketing efforts from the partnering organizations included social media posts, email blasts and mentions in their newsletters among their membership. Additional marketing strategies from SNEB staff include email blasts, mentions in newsletters and in its member-only listserv, social media posts, and distributing flyers at events. SNEB also sent personal email invitations to the registrants of a related webinar the organization held the year prior.

Key success indicators of the event include a total of 614 members and non-members registered to attend the webinar, the podcast recording of the session is one of the association's top 10 most listened to podcasts, 99 percent of survey



respondents agreed that the presenters met the learning objectives, with one attendee noting the session was the “best webinar and most inspiring I have ever attended,” and 98 percent of survey respondents who are members of SNEB found the webinar valuable to their membership benefits.

PART FIVE

IMPACTFUL COMMUNITY PHILANTHROPIC PROGRAM



INDIANA ACADEMY OF
FAMILY PHYSICIANS

After Hurricane Maria hit Puerto Rico on September 20, 2017, the island was left devastated and in

desperate need for help. Days after the tragedy, the Indiana Academy of Family Physicians (IAFP) learned of an initiative encouraged by Dr. Kim Yu, California, to send medical supplies to the island. Donations were needed to supply generators to power the clinics and offices of members of the Puerto Rico Academy of Family Physicians (PRAFP). Having previously conducted a site visit in Puerto Rico, IAFP staff reports the island “stole a little piece of our hearts on our first visit, and we were desperate to find a way to help.” Almost at once, IAFP and the IAFP Foundation decided to take action. The association began accepting financial contributions online to fund generators for those in need.

IAFP created a landing page for their relief efforts which included a running tally of donations and generators

purchased for Puerto Rico. In less than 48 hours, \$25,000 in donations had been received from IAFP chapter members and other family physicians across the country. To date,

IAFP has raised over \$70,000 and have supplied more than 50 generators to be distributed to the communities most in need across the island. What started as a contribution to purchase one generator turned into the greatest project the IAFP Foundation has undertaken in over 20 years. With the assistance of IAFP’s fundraising and the coordinated efforts with physicians on the ground in Puerto Rico, 51 family medicine offices (and counting) are now operational and able to treat the patients of their communities. This project is an

“The island stole a little piece of our hearts, and we were desperate to find a way to help.”

example of the value that even a small association can provide when it is needed the most. IAFP and its Foundation were able to propose a project, empower staff to act quickly, and leave a lasting impact in the lives of many.

