

Class Notes

Not-For-Profit Programs—Less Than \$10 Per Recipient



Meeting Professionals International

Objective: To enroll 4,500 new members in Meeting Professionals International during the 1997-98 fiscal year.

Strategy & Execution: At the beginning of its recruiting schedule, MPI introduced the “Recruitment Roundup.” The program was built around a series of incentives that would be presented to MPI members based on their recruiting numbers. Five levels of success were awarded with five increasingly valuable gifts including an attractive blue enamel chuckwagon cup, a brass MPI branding iron, a wild west paperweight, a beautiful embroidered denim shirt and a dramatic Tiffany crystal horse head sculpture. In addition, the top three levels also qualified for entry to the grand prize travel packages to spectacular locations like Bali, Indonesia and Vancouver, Canada.

Results: MPI added 5,459 new members during the year-long campaign, the most in the association’s 26 years.