Individual Members in 2015

Communicate, Inform, Engage
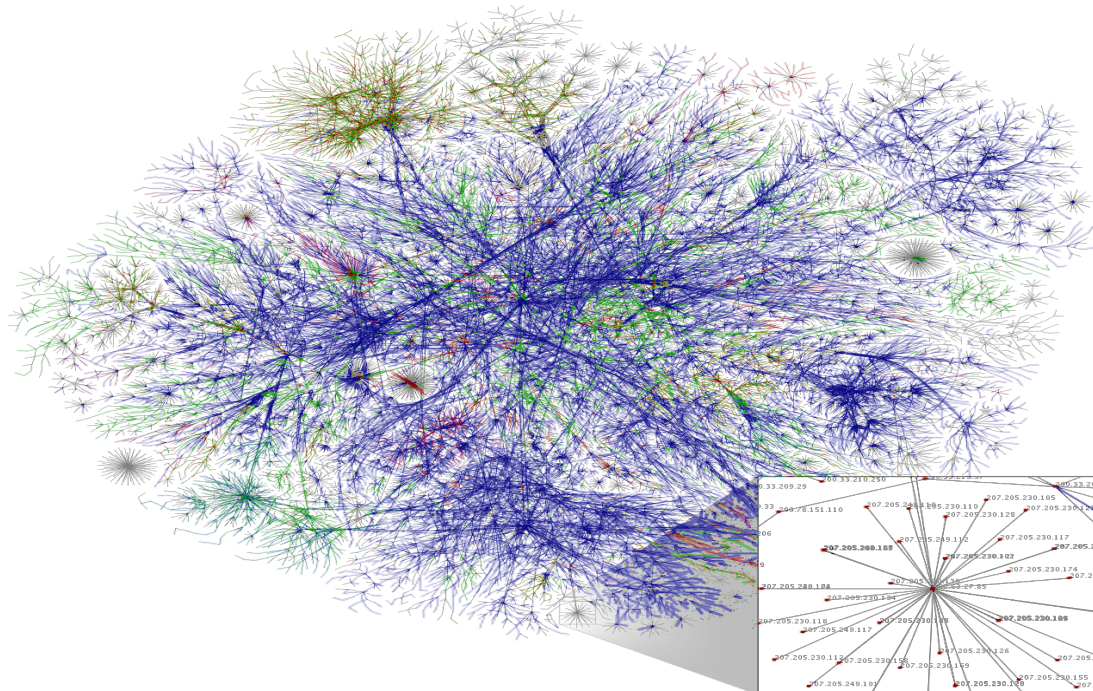
Individual Member Engagement

Why

Individual members as a group are under-contributing to the Internet Society and have great untapped potential.

A greater number of engaged individual members adds force to our work, extends our reach, enhances our credibility and influence. A rich, global network of contributors

Individual Member Engagement

What

Individual members should:

* feel valued by Internet Society;
* see the fulfillment of some of their aspirations through the mission and work of Internet Society
* trust Internet Society
* make substantive contributions to Internet Society projects and programs
* bring diverse, innovative thinking to Internet Society
* enjoy interacting with Internet Society and feel they belong
* bring others to our movement

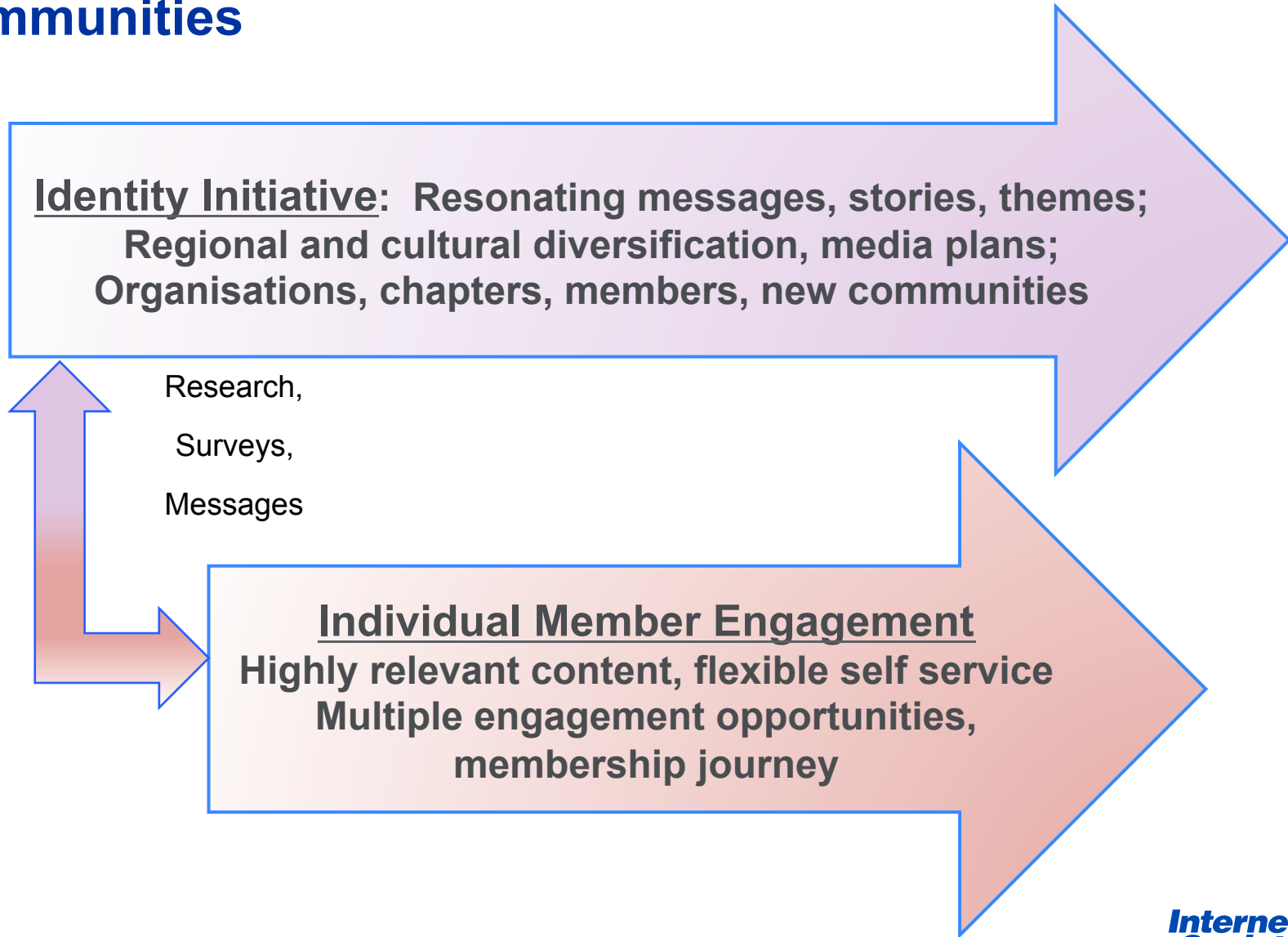**They need a link to a higher purpose to engage**

Individual Member Engagement

Who
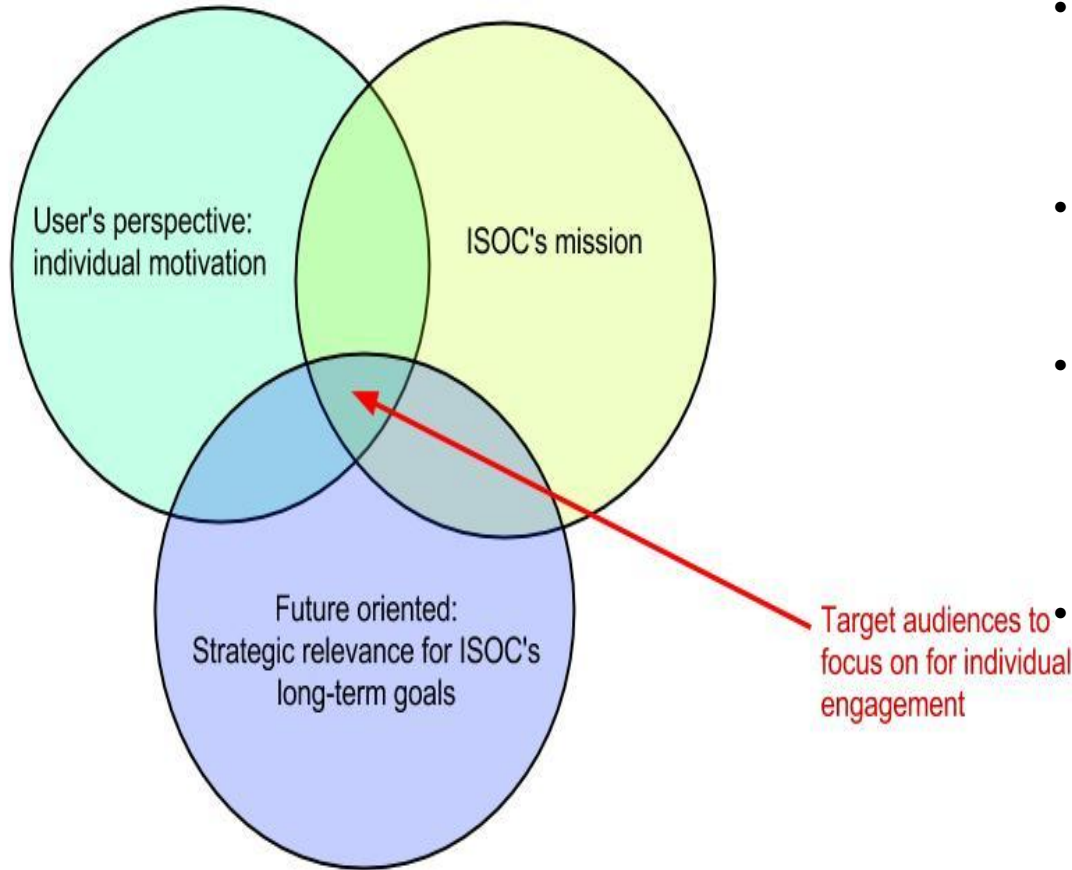
- Naturally aligned and motivated to support our values: they believe in our mission;

- Whose livelihood depend on our mission;

- Influencers: to keep our identity strong by advocating and spreading our messages to others (multiplying effect);

- future oriented: potential to be the business and social leaders of tomorrow for whom our mission is meaningful.

Diagram labels:
- User's perspective: individual motivation
- ISOC's mission
- Future oriented: Strategic relevance for ISOC's long-term goals
- Target audiences to focus on for individual engagement

Operational Objective 4: Mobilize Internet Society Communities

Identity Initiative: **Resonating messages, stories, themes; Regional and cultural diversification, media plans; Organisations, chapters, members, new communities**

Research,

Surveys,

Messages

Individual Member Engagement
Highly relevant content, flexible self service
Multiple engagement opportunities, membership journey
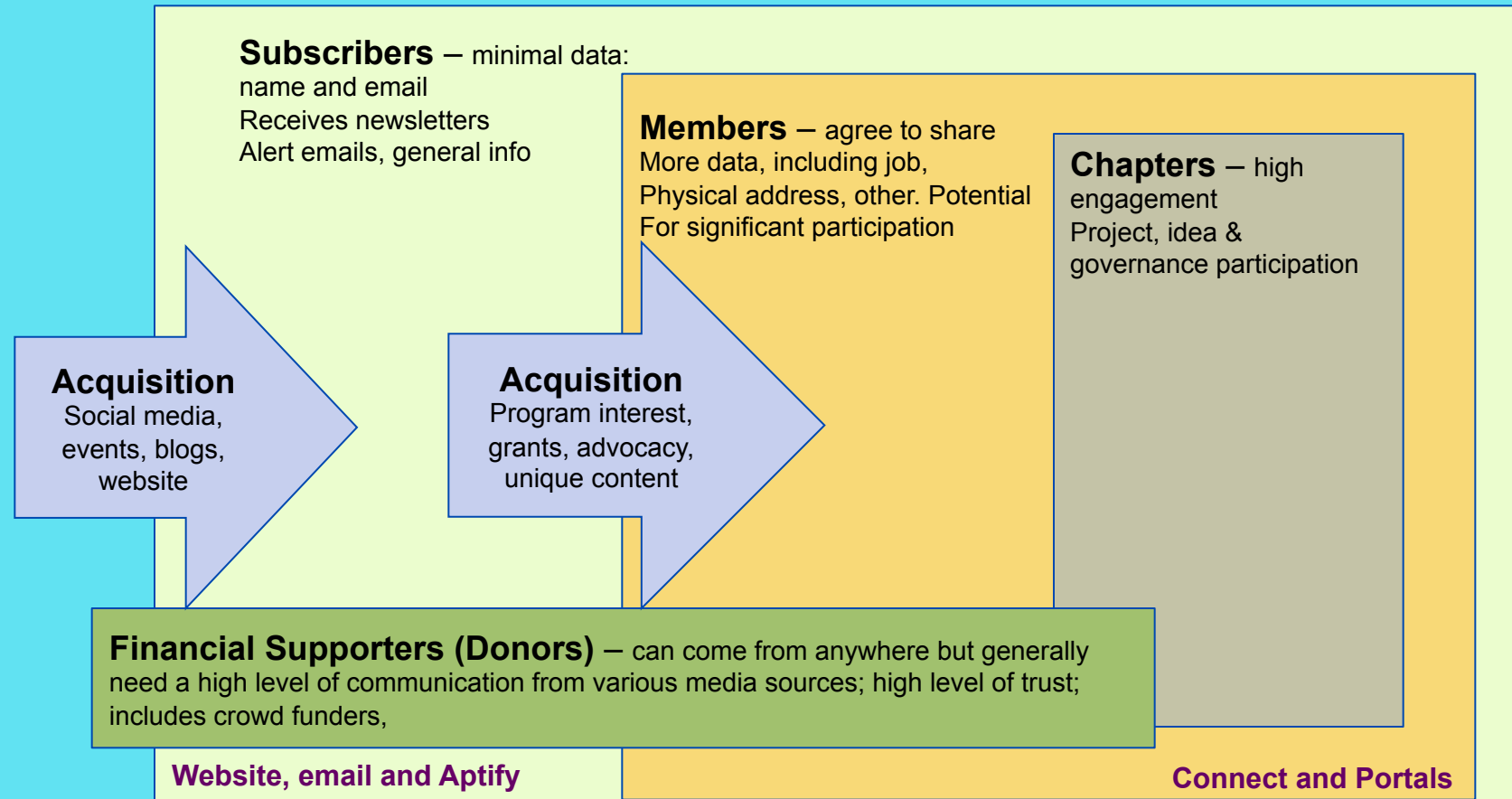
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Individual Member Engagement

How

- **Professional, respectful, consistent communication**

- **Powerful, resonating messages and stories in which members see themselves**

- **Opportunities for engagement and contribution whoever and wherever you are**

- **Define and communicate the framework for membership**

- **Offer easy-to-use, flexible tools for developing the relationship**

- **Offer a membership 'journey'---give them a sense of how they will be involved and what they can expect to get out of it**

Individual Engagement Journey 1

**Target Communities
And Social Media followers**

Subscribers – minimal data:
name and email
Receives newsletters
Alert emails, general info

Members – agree to share
More data, including job,
Physical address, other. Potential
For significant participation

Chapters – high
engagement
Project, idea &
governance participation

Acquisition
Social media,
events, blogs,
website

Acquisition
Program interest,
grants, advocacy,
unique content

Financial Supporters (Donors) – can come from anywhere but generally
need a high level of communication from various media sources; high level of trust;
includes crowd funders,

Website, email and Aptify

Connect and Portals

Internet Society

Individual Engagement Journey 2

**Target Communities
And Social Media followers**

Members – agree to share
More data, including job,
Physical address, other. Potential
For significant participation

Financial Supporters (Donors) – can come from anywhere but
generally need a high level of communication from various media sources;
high level of trust; includes crowd funders,

Chapters – high
engagement:
Project, idea &
governance participation

Community Grants

**Next Generation Leaders
IETF Ambassadors**

Trustees & IHOF

Chapter Leadership

**Global & Regional Projects/
Programmes**

**Alumni
Programs**

Website, email and Aptify   Connect and Portals

*Internet
Society* ™

Empower our most engaged supporters

Strengthen our chapters by:

- Offering opportunities to participate and influence our work;

- Providing tools, information and training they need to scale our impact;

- Create regionally/locally relevant content and processes;

- Facilitate their own engagement journeys;

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2015: Communicate, Inform, Engage

Goal: Upgrade Membership value via Communications

* Community Forums – content, languages, regional diversity
* Newsletter – Links to website
* Events and Conferences: Daily updates, Blogs, follow-up
* Information on Membership: the "membership journey"
* Website: Regularly updated pages, integrated news sources
* Surveys: take the 'pulse'; don't overload; communicate results

Metrics:

* Community Forum participation rates
* Newsletter 'opens'
* Web page visitors and click-throughs
* Survey results
* Un-subscribe rates
* New ISOC projects by members

2015: Communicate, Inform, Engage

Goal: Selective outreach to new audiences

    * Leverage partnerships e.g. Institute of Electrical and Electronics Engineers (IEEE), Not for Profit Technology Enterprise Network (NTEN)

    * Plan with Regional Bureau Directors (RBDs) and Global Engagement Team

    * Well-articulated value of ISOC Membership

        - Know the audience

    * Support for Chapter outreach

Metrics:

    * New Membership by region

    * New Membership by partner / community

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2015: Communicate, Inform, Engage

Project: Annual Member Reconfirmation
- ***   Opt in every year beginning August 2015**
- ***   Those not opting in after 90 days are designated 'Inactive'**

Project: Identity and Message Development (Communications)

Project : Update One-to-many email system
- ***   Flexible messaging formats**
- ***   One click unsubscribe**
- ***   Template won't break email management of long-timers**
- ***   Fully integrated with the AMS for custom list generation**
- ***   Professional measurement of our 1-to-X email communications**
  - **-** Frequency, appeal of content, open rates, etc

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More into the Future

Financial Support from Members

  Design begins in Q4 2015; Implementation in 2016

  Donations only; no dues

  Designed and led by Partnership Development Team, Stakeholder Relations Team in support

" Internet Society connections" or "Internet Society Network" making people feel they belong and have place to share

  Configurable interest areas for: blogs, RSS feeds, calendar and ..

  Access from website log-in

  Seamless navigation between portal, Connect, Website, Inforum, blogs, etc.