

MEMBER RECRUITMENT CAMPAIGN

2017 Winner: American Academy of PAs

Entry Title: AAPA Member Recruitment Campaign: Savings and Advocacy

Project Overview/Elevator Pitch:

This fourth quarter campaign was a two-part recruitment effort aimed at highlighting both member savings and AAPA's advocacy on behalf of its members. This campaign's goal of increasing fellow membership began by enticing nonmembers to join in order to receive a limited-time \$75 discount on 2-year Fellow Membership. This campaign was heavily focused on recruitment efforts of the ~50,000 nonmember group (for email only). It included a savings offered that expired June 30, 2016 with a 30-day grace period.

The goal of the second half of the campaign was to increase fellow membership by encouraging nonmembers to join while showcasing AAPA's advocacy efforts on behalf of PAs regarding controversial proposed changes related to PA recertification. This campaign was heavily focused on recruitment efforts to a subset of ~25,000 nonmembers. There was no deadline to join, but our campaign conveyed the urgency of the proposal, the actions AAPA was taking on the profession's behalf, and the need for PAs to demonstrate unity by becoming a member of their national organization.

Project Goals/Objectives:

Our overall campaign goal was to recruit nonmembers by demonstrating member value and savings, educating them about AAPA's actions on the PA recertification changes, and encouraging them to become a part of the PA movement with their membership.

Our objectives were to continue to increase AAPA's yearly recruitment numbers with a measurable increase in Fellow memberships. The campaign goal was to recruit between 335-355 AAPA Fellows.

Strategy:

In an effort to target our nonmember audience, we focused on two major efforts: First, join and save \$75 with a two-year membership, with an emphasis on highlighting the value of our top-rated benefits (Salary Report, The Journal of AAPA (JAAPA) & Continuing Medical Education (CME)). The tactics included: a direct mail invoice, paid Facebook campaign, social media posts, PA Professional ad, landing page, PA-Central nonmember email (monthly nonmember e-newsletter), two standalone emails to our targeted nonmember list and a website carousel banner on aapa.org/join.

The second portion of the campaign focused on advocacy and tackled the re-certification changes facing the PA profession with a call to action for nonmembers to join AAPA to strengthen their profession and PA practice. The tactics for this part of the campaign included: an advocacy direct mail letter from the AAPA Board President, paid Facebook campaign, social media posts, PA Central nonmember, three standalone emails to our targeted nonmember list and a website carousel banner on aapa.org/join.

Success Metrics:

The savings portion of the campaign generated 194,972 impressions and 11,553 clicks. The goal for this portion of the campaign was between 85-105 Fellow joins. We exceeded this goal by 324% with 360 Fellow joins (.67% conversion) and 7 'other' membership type joins.

The advocacy portion of this campaign generated 138,218 impressions and 4,972 clicks. The goal was 1% of the direct mail audience or 250 Fellow joins. Following the success of the prior 'savings' portion and the extreme interest surrounding the re-certification changes, we exceeded our membership goal by 225% with 564 Fellow joins (1.22% conversion) and 11 'other' membership type joins.

Together, the two-part campaign generated \$272,580 in revenue for Fellow membership recruitment dues. With total cost for the entire campaign being just \$25,403, ROI on the campaign was 973%, making this our most cost-efficient recruitment campaign to date.

Learn More:

[Recruitment campaign materials](#)

Association website

www.aapa.org