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.
Operational Objective 4: Mobilize Internet Society Communities

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

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

Research,
Surveys,
Messages
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

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,

Acquisition
Social media, events, blogs, website

Acquisition
Program interest, grants, advocacy, unique content

Website, email and Aptify

Connect and Portals
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
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;
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
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.
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.