MSTA USES PROPFUEL AS ESSENTIAL TECH PLATFORM FOR ENGAGEMENT, REVENUE GENERATION & DATA ENRICHMENT

Missouri State Teachers Association (MSTA) serves over 47,000 educators in Missouri, providing professional learning, legal services, industry research and networking opportunities across the state. The organization's membership is made up of active teachers, students, retired teachers and even non-certified employees, like custodians and bus drivers.

MSTA is utilizing PropFuel extensively to engage their members in two-way communications across the board, from the prospecting stage with nonpaying students to active member referrals. The following campaigns offer a glimpse into how MSTA is using PropFuel to generate revenue, ensure members don't slip through the cracks and gain new information directly from the Voice of the Member.



MSTA CAMPAIGN ROI ON TWO-WAY MEMBER CONVERSATIONS

Here's a high level look at some of MSTA'S campaign successes:

$16K+

Member Leads Revenue Potential

MEMBER REFERRAL PROGRAM

MSTA asked members a single question: "Do you have any one to refer (to MSTA)?" Members provided 134 leads with email addresses, generating member revenue potential of over $16,000 on a single email communication.

STUDENT INTENT & DATA ENRICHMENT

MSTA engaged over 200 soon-to-be teachers to find out their post-graduation email address (for MSTA to stay in touch for paid membership) and also to ask individuals whether they planned to stay in state for a teaching opportunity the following school year. New data was written back to the student's record.

200+

Student Members Reached

144

Lapsed Members Won Back

LAPSED MEMBER WIN-BACK

The association identified over 4,000 lapsed members and sent an email to ask, "Would you like to rejoin? From one email, 144 lapsed members said "Yes," prompting the association to deliver renewal instruction via PropFuel.

MEMBER REFERRALS & ACQUISITIONS

MEMBER REFERRAL PROGRAM

In September 2020, MSTA used PropFuel to build a referral campaign as a prospective member strategy. They reached out to their members and simply asked, ***"Is there anyone you'd like to refer (to MSTA)?"***

This email, which was sent to 19,000+ contacts, received a 1% response rate. As a standard email, comparing this response rate to a click through rate of only 1% might be seen as below average performance. However, the response rate is not only an indicator of clicks; it indicates how many people actually responded to an intentional question for their individual input.

Of the 229 respondents, 134 of them (59%) said "yes," they had someone to refer to MSTA. In effect, the association received 134 new leads from asking this single question!

With a first-year discounted membership fee of $124 per year, this campaign exposed revenue potential in the tens of thousands, making this campaign a success!

"More people respond to our PropFuel emails than usually even open our standard marketing emails."

-Kara Potter, MSTA

STUDENT INTENT & DATA ENRICHMENT

Each spring, a segment of MSTA's student members graduate and move on to paid teaching positions. The association recognized that two essential things can happen when students move into their professional careers: their email addresses change, and it's possible that they also move out of the state for a teaching opportunity.

MSTA got ahead of these potential barriers to paid membership with a PropFuel campaign sent to over 200 spring 2021 graduates. The campaign contained two questions spaced one week apart, each with a follow up question:

ENGAGING STUDENTS & WINNING BACK LAPSED MEMBERS

- ***"Are you still planning on teaching in Missouri?"***
- ***"Do you know where you will be teaching in the fall?"***

The follow up question for each of these asked students to enter their post-graduation email address. And the best part? Through PropFuel's connector with MSTA's association management system, Nimble, **new email address data was automatically updated in the student's Nimble record** for future follow up.

With a little advanced thinking by MSTA staff, they utilized PropFuel to gain refreshed contact information and newly captured intent data for future outreach.

LAPSED MEMBER WIN-BACK

In April of 2021, MSTA identified over 4,000 lapsed members and entered them into a PropFuel campaign designed for re-engagement. The campaign asked lapsed members if they would like to rejoin for the following year.

In total, 144 lapsed members said "yes," upon which they were redirected to the membership renewal process.

Those who responded with "no" were redirected to a secondary campaign to find out more about why they did not renew. Based on their reason for not rejoining, PropFuel workflows triggered the following actions:

- "I intend to renew. I haven't had the time." - landing page with membership renewal instructions and follow up email
- "I'm retiring" - landing page with information on MSTA's retirement membership and follow up email
- "Dissatisfied with service/benefits" - internal staff person alerted for follow up
- "I plan on joining another association" - directed to another campaign to find out more
- "Not enough value/not in my budget" - other payment options presented
- "I'm leaving my job or the industry" - best wishes from MSTA

This campaign successfully encouraged over 50 members to rejoin, resulting in instant revenue generation of over $6,000. In addition, the association found out more about why members decided not to rejoin, informing future membership campaigns.

RESULTS

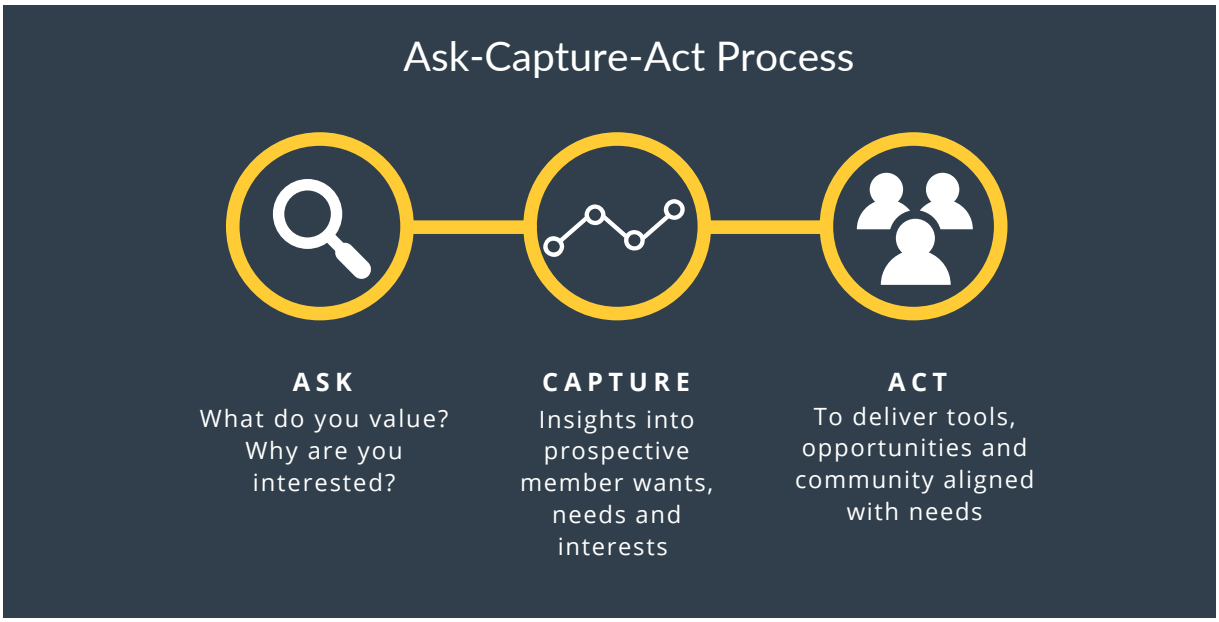
By using PropFuel campaigns to engage future, current and lapsed members in two-way conversations, MSTA is seeing big results in engagement, revenue and data quality.

Asking questions to gain context, capturing the voice of the member and acting on member needs is working for MSTA across the entire communications spectrum!



"I just wanted to let you know how excited we are about how well this campaign is already performing. We received 10 renewals within an hour of sending out the first email. We had set our goal for the campaign as 50 renewals, and now I'm thinking we will blow that out of the water! Thanks!"

-Kara Potter, MSTA



We would love to get to know more about your organization and how PropFuel's conversational engagement platform can help transform your communications with members.

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