



Field Operations Update

- 4Rs of Membership (Recruitment, Retention, Renewals, Reinstatement)
 - PLS, New Member Campaign, Renewal Process
- Membership Revenue Model (pathway scheduling)
- Forming a New Chapter
- Annual vs Event Sponsorships
- Projects & Dates

Field Operation's 4 Rs of Membership:

Recruitment:

- Support chapter's local opportunities
 - (Chapter 13 - American Society of Civil Engineers conference)
- Emails to non-IRWA members who participate in IRWA courses.
 - *2019 we've had 745 non-members take a classroom course*
 - *Do you know you could save on your next IRWA class?*
 - *1day savings \$65 2day \$105 3 day \$145*
- Outreach to organizations with potential membership opportunities (PLS)
- New Member Acquisition Campaign

Field Operation's 4 Rs of Membership:

Recruitment:



PETROLEUM LANDMAN SCHOOL

Mission: Training Landmen Professionals
20 courses/workshops.
\$200 - \$2500 tuition.

Member Acquisition Campaign

Recruitment

NEW MEMBER ACQUISITION CAMPAIGN

YOU DON'T WANT TO MISS THIS!

WHAT IS THIS CAMPAIGN ABOUT?

This brand new campaign provides support for a Chapter Member Recruitment event during the month of October.

WHEN?

- This pilot will commence [October 2019](#)

HOW TO QUALIFY

- chapter membership chairs organize an after-work recruitment event during the month of October;
- book the event and notify HQ and begin marketing prior to [September 2019](#);
- IRWA applications and marketing material must be readily available at the event;
- collect contact information of attendees and share roster with HQ.

EXTRA PERKS

- HQ will sponsor up to \$300.00 for your planned event;
- the [\\$25.00 application fee will be waived](#) for all NEW applications submitted from this event.
- [\\$25.00 referral](#) for members who brought a NEW member will be awarded in the form of a \$25 credit toward your renewal.

HOW HQ CAN HELP?

- Need financial Assistance? HQ will sponsor up to [\\$300.00](#) for your planned event;
- [HQ provides 1 free membership](#) to any Chapter with 3 or more; applications during the month of October
- help create a sharable flyer for your Chapter;
- help promote the event through emails and social media;
- provide contact information of former members

Please contact [Tim Drennan](#) and/or [Jaime Rose Tieu](#) for more information and assistance with your event! We can't wait to hear from you!

Participating Chapters:

C3 C12 C4 C20 C38 C36 C48

C74 C10 C37 C6 C49 C79

Field Operation's 4 Rs of Membership:

Retention:

- Strong customer service focus
 - **Immediate:** Got It! On It! Stand By!
 - **Thorough:** Answer with the background.
 - **Follow Up:** Anything else we can do for you?

Renewal:

IRWA Membership team and Field Operations have developed a process that works.

Renewal Process:

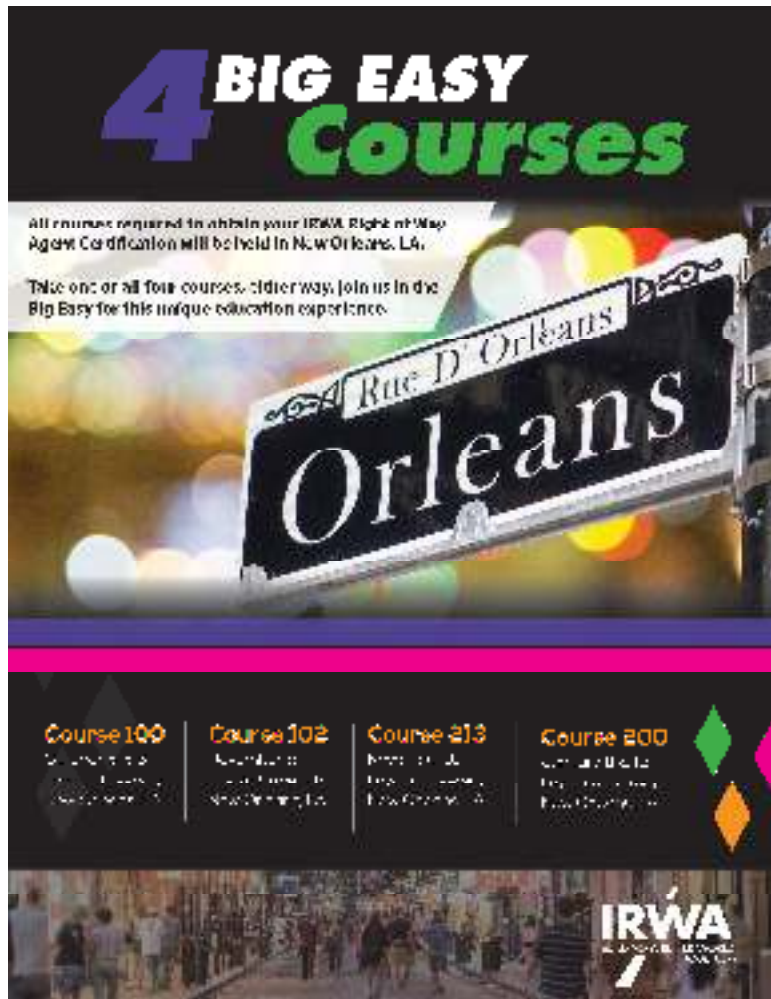
- Train Membership Chairs of the process.
- Series of emails for chapters to use. In addition to HQ emails.
- Monitor and share chapter renewal status.

Field Operation's 4 Rs of Membership:

Reinstatement:

- We want you back campaign.
 - Starts in April
 - Reinstates 100 - 150 dropped members. (approx. \$28K in recovered dues).
 - Learn why members left.

Pathway Scheduling and Membership Revenue Model Pilot - Recap



Approach:

HQ hold courses.

C43 focus on membership

HQ incentivize C43 for Membership

Results:

HQ held 3 RWA courses NET \$1,322.85

C43 membership incentives \$2,380.00

Total loss for HQ \$1,057.15

Takeaways:

If C43 holds courses ppl will come

Scheduling the RWA pathway can work

RWA Approach

3 Months
4 Courses
1 Great City

Chapter 44 will offer all courses required to obtain your RWA in Las Vegas, NV during the Fall of 2016.

Take one or all four of the required courses needed to acquire the IRWA RWA certification.

Course 100	Course 102	Course 200	Course 213
August 22 & 23 Springs Preserve 333 S. Valley View, Las Vegas, NV	October 18 The Plaza Hotel 1 Main Street, Las Vegas, NV	October 31 & November 1 Springs Preserve 333 S. Valley View, Las Vegas, NV	December 3 Southwest Cas. 5842 Spring Mountain Rd., Las Vegas, NV

IRWA
INTERNATIONAL
CHAPTER 44

SR/WA Approach

13 Courses
10 Months
1 Great City

IRWA Chapter 44 will offer all required courses to obtain the IRWA Right of Way Professional certification and the Senior Right of Way Designation.

Courses will be held over 10 months and registration is open. Take one or all 13 courses while enjoying the sites of Las Vegas, NV.

Please visit www.irwa.org for additional certification requirement.

With the exception of courses 421 & 219, all courses will be held at the beautiful Springs Preserve, 333 S. Valley View, Las Vegas, NV.

- Right of Way Profession Certification
- Senior Right of Way Designation

IRWA
INTERNATIONAL
CHAPTER 44

RWA Pathway Approach

**Buy 3 Courses
Get 1 FREE***

Build your
Certification
RWA
Generalist



Get your Certification in 2020!

Course 102 – Elevating Your Ethical Awareness
January 31, 2020

Course 200 – Principles of Real Estate Negotiation
April 2-3, 2020

Course 100 – Principles of Land Acquisition
May 14-15, 2020

Course 213 – Conflict Management
August 2020

***Buy the First 3 classes from Salt Lake City (Chapter 38) during the 2020 year
and take the final course (in SLC) for FREE!!!!**

New Chapter Efforts

Pittsburgh ROW Group
pitrowgroup.org

24 months (Sept 2017)
32 events held
14 attendees avg.
7 IRWA members on avg.

Forming a Chapter Process:

- Minimum of four meetings over 12-18 months
- Roster of each meeting held – unique attendees
- Field Operations Training
 - Chapter structure & Bylaws
 - Chapter elections or officers
 - Chapter committees
 - Membership/Education/PDC chairs role
 - Fiduciary Responsibilities
 - Chapter Financials: Treasurer & QB
 - Course Scheduling
- Form a potential board
- Present to IEC for conditional status
- 25 potential members in addition to board
- Present to IEC for official chapter status

Chapter Annual Sponsorships vs Events Sponsorships



CHAPTER 20 SPONSORSHIP PACKAGES 2019-2020

IRWA Chapter 20 is **EXCITED** to announce our sponsorship packages for 2019-2020! Sponsorship of Chapter 20 will afford your company a unique opportunity to showcase your services to hundreds of professionals in all facets of the right of way industry.

As a Sponsor, much of the money you donate will go directly back to the members, not just reducing the cost for the member luncheons but also directly supporting the growth of our Chapter by investing in our Young Professionals, helping them become valuable members and develop into Chapter 20 Leadership! You will be sponsoring a portion of the cost for a Young Professional to attend the IRWA Annual Education Conference. You will also be contributing to scholarship(s) for student(s) from the Real Estate, Land Survey and Community Development or other specific majors approved by the Board. These scholarships are awarded to students from a university designated by the Board each fiscal year. This will not only provide students with a valuable contribution to their education but also with networking opportunities if they choose to become a student member of Chapter 20, perhaps even a high level career in the Real Estate or Land Surveying field. Gaining new, young members will help our Chapter grow membership and add value and opportunity to our existing members by keeping us integrated with the younger generation.

NEW THIS YEAR: Chapter 20 is hosting the 2020 Region 3 Spring Forum and the 2020 IRWA Annual Education Conference in Minneapolis, MN! We are excited about this opportunity and have built in recognition at these events for all level sponsorships. This is your opportunity to support Chapter 20 and Region 3 in many ways to help make it a huge success and get people excited for Minneapolis in 2020! You will also be providing funds for the education classes that Chapter 20 holds throughout the fiscal year.

Sponsorship package selection will be available via Chapter 20's [website](#) for a limited time only starting June 3 through July 1, 2019.

A limited number of packages are available for purchase at the top three sponsorship levels Platinum, Gold and Silver. The first company to select and pay for their preferred package is the first to get it- **it is a race to the finish line!**

Don't miss this valuable opportunity to become a sponsor of Chapter 20 and get your company the recognition they deserve!

Please contact the [Chapter 20 Advertising Committee Chair](#) for additional information. Thank you!

SPONSORSHIP PACKAGES

Package Levels	Packages Available	Company Ad & Logo in Newsletter & on Website	E-Post & Social Media in July	Table Top/ Flyer	Special Recognition	Company Promotion	Dedicated Member Meeting	IRWA class Free lunch	MAOOT Social Hour Booth	2020 Minneapolis, MN Annual Education Conference	College Student Scholarships & Outreach Meeting	Free lunch Vouchers	2019 Spring Forum Sponsor
Platinum \$400	2	✓	✓	✓	✓	Engraved Plaque On Meeting presentation + Spring Forum + Social Media Blast	First Choice on shared meeting (Sept, Jan, Mar, May)	Sponsor of lunch at an IRWA Ch. 20 class	FREE	Log on all volunteer shirts + One free conference registration + Finnegan Fun Run shirt sponsor	**Up to 40% of Scholarship Money (limit 2)	4	SPONSOR For Spring Forum event + logo on all Forum communications & promotional items
Gold \$250	4	✓	✓	✓	✓	Framed Certificate On Meeting presentation + Spring Forum + Social Media Blast	Second & Third Choice shared meetings (Sept, Jan, Mar, May)	Sponsor of lunch at an IRWA Ch. 20 class	\$75 Discount	Finnegan Fun Run shirt sponsor	**Up to 30% of Scholarship Money (limit 2)	4	SPONSORS For Spring Forum lunch + logo on all Forum communications & promotional items
Silver \$150	6	✓	✓	✓	✓	Framed Certificate On Meeting Presentation + Spring Forum + Social Media Blast	Combined on remaining meeting	Sponsor of lunch at an IRWA Ch. 20 class	\$50 Discount	Finnegan Fun Run shirt sponsor	**Up to 20% of Scholarship Money (limit 2)	4	SPONSORS For Spring Forum breakfast + logo on all Forum communications and promotional items
Bronze \$100	Unlimited	✓	✓	✓	✓	Framed Certificate Spring Forum + Social Media Blast	Sponsor at the "All Sponsors" meeting in October	Sponsor of lunch at an IRWA Ch. 20 class	\$25 Discount	Finnegan Fun Run shirt sponsor	*Up to 10% of Scholarship Money (limit 2)	4	SPONSORS For Spring Forum snacks, beverages, etc. + logo on all Forum communications & promotional items
At Large Sponsors Only \$500						Spring Forum + Social Media Blast at Forum & Conference times only							FOUNDA SPONSORS Your company name will be included on all Spring Forum communications and promotional items

**The amount of the student scholarships is based on selling \$25,000 in Sponsorship Packages. If the amount of Sponsorship Packages sold is less than \$25,000, the amount awarded for each scholarship amount may be reduced accordingly. The Executive Board will determine the number of scholarships to be awarded and the amount of each scholarship for the 2019-2020 fiscal year at the July 2019 Board Meeting and the scholarship amount will become a budgeted item in the 2019-2020 Chapter 20 Budget.

Chapter Annual Sponsorships vs Events Sponsorships

Chapter Annual Sponsorships vs Events Sponsorships

SPONSOR BENEFITS	
Company Ad & Logo	The sponsoring company's corporate ad will be published in 6 issues of North Star News and the sponsoring company's logo and link to their website will be posted to Chapter 20 website for 12 months.
E-Book & Social Media	E-Book recognition of each sponsorship commitment will be sent to all active Chapter 20 members, posted to Member Network and to Chapter 20 social media.
Table Tent	Table tents with company logos will be displayed at 6 member meetings showing their sponsorship level of commitment.
Special Recognition	Verbal recognition from Chapter President and special recognition item presented at designated member meeting.
Company Promotion	The sponsoring company will have an opportunity to speak about their company for a designated amount of time at the member meeting assigned to their sponsorship level and distribute company brochure and/or promotional material to the attending members. Your company will also be recognized for sponsoring Chapter 20 on all of our social media sites during your sponsorship month. All sponsors will be recognized in September at the College Outreach meeting.
Designated Member Meeting	Designated member meetings will be determined based on sponsorship level. The member meeting will be offered at a reduced cost to members thanks to your sponsorship.
IRWA Class Free Lunch	All class participants will receive one free lunch for attending an IRWA class.
MOUOT Social Hour Booth	MOUOT Right of Way Professor's Workshop Social Hour Booth registration fee will be offered at a free or discounted rate.
Annual Education Conference Sponsorships	Contribute to the cost to send IRWA Chapter 20 members to the Annual Education Conference in Minnesota's MNL.
2020 Minnesota Annual Education Conference	Contribute to the cost of volunteer shirts, Finegan Fun Run shirts.
Student Scholarships	Contribute to sponsorships up to \$500 each to be awarded to a student currently studying Real Estate, Land Surveying, Community Development or another program approved by the Board each fiscal year. The student will be encouraged to become a Student Member of Chapter 20 and meet all scholarship guidelines criteria laid out in the Scholarship Application.
Free Lunch Vouchers	Each sponsoring company will be given a designated number of free lunch vouchers for the meeting that the sponsor. Vouchers will only be valid for the company sponsored meeting.
Outreach Meeting	Contribute up to \$500 toward a special meeting to reach out to students or other professional groups to grow the Chapter membership. The \$500 will pay for or supplement the cost of lunch for the potential members only.
IRWA Region 3 Spring Forum + Finegan at the Annual Education Conference	Chapter 20 will be hosting the 2020 Region 3 Spring Forum and all sponsors will be acknowledged as forum sponsors for this event. We will also be hosting the Finegan Fun Run as part of the 2020 Annual Education Conference and you will be promoted on the shirts for this event.

A la Carte <i>available throughout the year</i>			
	Member Ad	Job Posting Website & Newsletter	Job Seeker Website & Newsletter
Member	FREE	FREE	FREE
Non-Member	\$450 (6 issues)	\$30 (1 time)	\$30 (1 time)

Projects :

- Member ID added to Member Profile page
- Access to your last 20 invoices on Member Profile page
- Choose Digital or Print ROW Magazine
- New registration link on bottom of each course page
- Removal of Chapter officer contact info from website (decrease spam)
- Website's Education tab fixed

Dates:

- President & Treasurer Training Call – October 2, 2019 at 11am Central
- Membership & Education Chair Call – October 3, 2019 at 11am Central

Questions?

Chapter Incentive Program

Growth, Renewal, Compliance goals stay the same.

Growth (5% & 10%):	\$19,700.00	13 chapters
Compliance Uploads:	\$ 9,075.00	69 chapters
Renewals (90% +):	\$12,000.00	23 chapters

Hold a classroom course with an online version, receive revenue from online participants.

Online & Classroom (\$150/per):	\$43,500.00	290 participants (36 chapters)
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Chapter receives payment for any online course participant.

Online (\$10/per):	\$26,790.00	2,679 participants
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Increase classroom participant count by 10%+. Educ Chair receives \$500 for Fall Forum attendance.

Education Chair* (\$500/per):	\$5,000.00	10 chapters
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**Membership Chair or Chapter Officer*

Total: \$116,065.00