



New Coalition Membership

First Year Free for New ACEC Members in 2021

ACEC National is excited to announce its “*First Year Free*” Coalition Membership for all new ACEC members. Coalition members have traditionally been ACEC’s most engaged members, and we want the introduction of the “*First Year Free*” membership to be an opportunity to help you grow and retain more of your MO membership.

To make promoting this offer as easy as possible for you, we have developed a toolkit of materials and resources. Don't see what you need, or want something specific? We're here to help. Contact [Michelle Kroeger](#), ACEC’s Director of Coalitions, to get started.

THE PROGRAM

Beginning 1 July 2021, ACEC will promote the “*First Year Free*” Coalition Membership to all new ACEC members.

The “*First Year Free*” Coalition Membership will be offered to all new ACEC Members. Firms that join ACEC between July 1, 2021 and March 31, 2022 will receive the Coalition Membership benefits until the end of the fiscal year, June 30, 2022

Members who join on or after April 1, 2022 will have their membership extended to the end of the next fiscal year, June 30, 2023.

WHAT YOU NEED TO KNOW

ACEC National will promote the offer on our website and other social media,

We are encouraging all MO’s to add an option on their membership application so new ACEC members can immediately choose which ACEC Coalition they’d like to join for the year.

RESOURCES FOR MOS

Promote the Offer

ACEC National will provide you with materials to promote the offer. Need other materials? Please let us know. We’ll send you:

- 1.) 2 digital banners (2 sizes) for your website
- 2.) 1 LinkedIn promotion
- 3.) 1 PDF style brochure with Coalition’s descriptions
- 4.) 1 Editable document with approved Coalition descriptions and graphics
- 5.) PDF Application Form for new ACEC members joining as a “*First Year Free*” member
- 6.) PDF Application Form you can use for existing ACEC Members



- 7.) A Calendar of communication activities for the year (Email communications, follow ups, announcements, etc.)

Provide an Application

If you add an option on your membership application for firms to choose which ACEC Coalition they'd like to join for the year, we recommend the following language:

We invite you to take advantage of a 1-Year Coalition Membership (Free). Please choose which Coalition is the best fit for your organization.

CAMEE -Coalition of American Mechanical and Electrical Engineers

CASE – Coalition of American Structural Engineers

COPS – Coalition of Professional Surveyors

GEO – Coalition of Geo-professionals

LDC – Land Development Coalition

SFC – Small Firm Coalition

If you are not able to modify your existing applications process, you can use the provided PDF Application Form

Once we've received the ACEC member application one of three things will happen....

- **If the new member has chosen a Coalition membership using your form or application process**, we will follow up with an introduction letter specific to that coalition.

OR

- **If new ACEC member doesn't select a Coalition**, we will send an email asking them to choose which free coalition membership they'd like to have for the year. We will then follow up with their selection.

OR

- **If they decline** to join a Coalition when they become an ACEC member, we will add them to a list for follow-up later.



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WHAT'S NEXT...

Throughout the year ACEC National will engage with the new members as a part of our retention plan. When the terms of the “*First Year Free*” program have ended, we will encourage them to continue the membership.

HAVE QUESTIONS...

If you have questions, comments or ideas, feel free to contact the Director of Coalitions, Michelle Kroeger at mkroeger@acec.org.

CALENDAR AT A GLANCE	TIMELINE	ASSIGNED	MATERIAL PROVIDED
<i>Coalition Membership selection requested is Received...</i>			
ACEC sends follow-up to ACEC Welcome Letter with relevant information (Calendar of events, ...)	As Received	ACEC National	
New Member List Sent from ACEC to Coalitions	Monthly	ACEC National	• Spreadsheet
List of New ACEC Members who DID NOT select a Coalition at the time they joined	Monthly	ACEC	• Spreadsheet
Welcome Email to New Coalition Members from ExCom	Monthly	Coalition	• Email Template • Welcome Letter
EXCOM sends email invitation to Summer Meeting with an notes of interest	July	Coalition	• Email Template
Outreach at Summer Session	August	Coalition	<i>In-Person</i>
EXCOM sends email of invitation to Fall Conference with notes of interest	September	Coalition	• Email Template
Outreach at Fall Conference	October	Coalition	<i>In-Person</i>
EXCOM sends email of invitation to Winter Sessions and Roundtables	November	Coalition	• Email Template
Outreach at Winter Sessions Conference	December	Coalition	<i>In-Person</i>
EXCOM sends email of invitation to Spring Convention and information about Roundtables	February	Coalition	• Email Template
Outreach at Spring Convention	April	Coalition	<i>In-Person</i>
Annual Activity Message from ACEC	As Needed	ACEC	• Email Blasts • Social Media