



Chapter Toolkit

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Subject: Build Your Career with IISE

[Join IISE to Build Your Career](#)

Planning a career requires more than attending class. Whether you need to find a job, understand applications of IE principles, connect with working professionals or get training, the Institute of Industrial and Systems Engineers (IISE) is the platform to launch your career.

[Membership](#) includes these essential career benefits:

- Discounts on conferences and events where you can build a network of professionals in diverse industries (an asset for current or future job hunts!)
- The opportunity to join IISE communities, including Societies and Divisions, in your focus area, offering you free connections with professionals.
- Subscription to *Industrial and Systems Engineer*, IISE's award-winning magazine, which presents case studies and cutting-edge applications.
- Free webinars on emerging topics, plus a full archive on topics relevant to any job.
- Local IISE professional chapter, offering you connections to IISE industry professionals in your area.
- Access IISE's Career Center to search from a database of thousands of jobs and receive feedback on your resume from an expert resume writer.
- Interact with IISE's social media channels to post questions, communicate with other professionals and students or join in on discussion topics related to your work and education. Receive regular updates from IISE headquarters including news stories, details for upcoming seminars and webinars and conference information.

[Join IISE today to build your career.](#)

Are you graduating this year? IISE is here for you as you prepare to start your career. Receive additional savings and access to tools and resources when you join as a student and maintain membership after graduation.

As you embark on your career journey, IISE is here to provide you with tools and resources in helping you land your desired job and then excel through each career stage. Start building your career by joining IISE now, as a student, and then keep your IISE membership after graduation at a discounted, first-year graduate rate!

Subject: Five Ways IISE Can Help You

IISE Supports You

Join IISE to take advantage [of benefits that will enhance your professional development](#). As a member, you can:

- Gain leadership experience through planning committees, societies and divisions, and more.
- Save with significant member-only discounts on IISE conferences.
- Learn new skills and techniques either online or in-person with trainings in IISE's Training Center, offered to IISE members at a special discount.
- Hear about innovations in implementation and teaching at conferences, and learn invaluable knowledge. Members enjoy significant savings!
- Establish yourself as an expert by becoming a presenter at an IISE conference or in an IISE webinar, or getting published.
- Connect with colleagues to share ideas, solve problems at your organization or receive career advice.
- Stay informed of developments in the field through the award-winning member magazine, the website and members-only newsletters.

Join more than 8500 professionals all over the world who belong to IISE for exceptional member benefits!

JOIN IISE

Share IISE resources:

- Check out the latest cover story from [ISE magazine](#)

Promote upcoming events:

- [#IISEAnnual](#) Conference & Expo
- [#Engineering #Lean](#) & [#SixSigma](#) Conference

Announce career resources or jobs of interest to students or members, as well as other student-specific information:

- [Interview and resume tips](#)
- Thinking about a career in #industrialengineering? [Read profiles](#) of IEs
- Get #IE resources & reduced dues when you [join IISE](#) as a student & maintain membership after #graduation
- #Graduating? Be sure to renew IISE membership. [First Year Grad](#) rate only available to student members

Announce local chapter events (include link to register or contact information)

Post photos from events

Welcome Call

Good Morning/Afternoon _____, this is _____, from the IISE ____ Chapter. How are you?
Thank you for joining IISE.

I'm calling today to ask if you have any questions about your membership or the IISE ____ Chapter.

Have you had a chance to [attend a local chapter event, sign up for a division, join our chapter's newsletter, etc.]?

Please feel free to reach out to me with any questions. You can reach me at _____.

Welcome Call, Voicemail

Good Morning/Afternoon _____, this is _____, from the IISE ____ Chapter. I'm calling today to thank you for joining IISE and see if you have any questions about your membership.

Please feel free to reach out to me with any questions. You can reach me at _____.

Renewal/Reinstatement Call

Good Morning/Afternoon _____, this is _____, from the IISE ____ Chapter. How are you?
Thank you for your membership in IISE.

I'm calling today because your membership recently lapsed and I wanted to reach out to make sure that everything is okay.

There are many benefits to renewing: free webinars, subscription to *Industrial Engineer* magazine, discounts on training and conferences, as well as opportunities to network with your peers at _____ Chapter.

We hope you will renew and work with us for another year.

Suggested Responses to Objections

- **Can't Talk Right Now**

I understand. Is there a convenient time to call again? It won't take a lot of time. We just want to make sure you are aware of, and receive the benefits of IISE, which provides personal and professional development.

- **Did Not Use/No Value**

At the regular member rate, you receive free webinars, subscription to *Industrial Engineer* magazine, discounts on training and conferences, the latest news and applications, as well as opportunities to network with your peers at _____ Chapter.

- **Too Expensive**

At only \$154 a year, IISE membership provides career resources and knowledge that you can't get anywhere else.

Member Get a Member Model

A strong word-of-mouth campaign is one of the surest ways to promote and grow an organization. Member-Get-a-Member campaigns can be inexpensive to run and can increase member engagement throughout the association. These campaigns also help associations increase their retention rate, as members brought in by other members are generally more satisfied with their participation, and therefore stay longer. To run a successful Member-Get-a-Member campaign, IISE chapters should clearly articulate campaign goals, establish meaningful and relevant incentives to participation, and set start and end dates to drive participation.

Recommendations

- Typically a three- to six-month period is best, with preliminary announcement to members before kicking off the campaign.
- Incentives aid success and should be meaningful and relevant to the recipient.
 - If possible, reward or recognize every individual who recruits a new member.
 - A drawing for larger prizes (with the recruiter's name entered for each new member) or tiered incentives reward and encourage additional recruiting.
- Provide toolkits for members to use to ensure easy access to current and accurate information about IISE.
- Accurately tracking new members by recruiter is essential to a tiered or raffle incentive.

Incentive Ideas

- IISE-branded gear (buttons, t-shirts, bumper sticker, bookmarks, tote bags)
- Free chapter event attendance, or new member and recruiter exclusive networking event(s)
- Free year of membership (raffle)
- Recognition on IISE website

MGAM Tools for Recruiters

- How to Talk About Membership & Recruiting Tips
- Reasons to Participate/FAQs
- Sample email copy

How to Talk about Membership & Recruiting Tips

The Institute of Industrial and Systems Engineers serves students and professionals by offering opportunities for networking, knowledge sharing and professional development. Help us to spread our message to all industrial and systems engineers and professionals working in process improvement by participating in the Member-Get-a-Member campaign. We've outlined some tips below to help you get started.

- **Tell the story about why you're a member.** Why did you join IISE? What was the most compelling reason for you to join? If there was a person who influenced your decision to join, why did his/her opinion matter?

- **Provide examples.** A positive testimonial is one of the strongest tools. What member benefits are most valuable to you?
- **Focus on their needs.** Do they need networking, problem-solving for work challenges or industry knowledge? How can IISE help them?
- **Close with a plan of action.** Offer to email them instructions for joining online, and remind them to enter your name on the application!
- **Follow up.** Touch base in a few weeks to see if they joined or have any questions. If they haven't joined, this follow-up can serve as a gentle reminder.

While many people will be interested in learning about IISE, you may encounter resistance to joining. Here are some suggestions to help you effectively and politely address concerns of potential members.

- **Listen:** while it can be frustrating to listen to negativity (especially if it is incorrect) you need the entire story before you can change the perspective.
- **Paraphrase:** repeat the objection in your own words, checking for understanding. "It sounds like you feel IISE doesn't meet your needs, do I have that right?"
- **Respond:** When you give your reply, remember you are sharing good news about IISE's mission. "The Institute of Industrial and Systems Engineers serves students and professionals by offering opportunities for networking, knowledge sharing and professional development."
- **Anticipate specific objections, and how you might address them.** Here are some suggestions:
 - *Membership is expensive/dues are too high:* "At only \$154 a year, IISE membership provides career resources and knowledge that you can't get anywhere else."
 - *Why do you care if I'm a member or not?* "There is strength in numbers. More members equals more local and national resources for us all, and sharing knowledge of successful applications and research can help us improve quality and processes in organizations around the world."

Reasons to Participate/FAQs

Why should I participate in IISE <CHAPTER>'s Member-Get-a-Member campaign?

The Institute of Industrial and Systems Engineers serves students and professionals by offering opportunities for networking, knowledge sharing and professional development. There is strength in numbers. More members equals more local and national resources for us all, and sharing knowledge of successful applications and research can help us improve quality and processes in organizations around the world. Help us to spread our message to all industrial and systems engineers and professional working in process improvement by participating in the Member-Get-a-Member campaign.

How do I get started?

- Use our email template to invite your peers to join
- Email your name and the name(s) of the people you referred to <CONTACT INFO FOR CHAPTER>

When does the Member-Get-a-Member campaign end?

The Member-Get-a-Member campaign will run through <DATE>.

What are the incentives for recruiting?

Anyone who recruits even one member will be recognized online. The more new members you recruit, the more you can win!

<ADD DETAILS ABOUT INCENTIVES>

When will I know if I've won?

Winners will be announced <ONLINE/IN EMAIL AFTER DATE>.

I have a question that was not listed here. Please help.

Send your inquiries about the Member-Get-a-Member campaign to <CONTACT INFO FOR CHAPTER>

Sample Email Copy

Dear <<NAME>>,

I'm a proud member of the Institute of Industrial and Systems Engineers (IISE), which serves students and professionals by offering opportunities for networking, knowledge sharing and professional development.

Membership in IISE is \$154 a year and provides benefits and resources that advance your career. More members equals more local and national resources for us all, and sharing knowledge of successful applications and research can help us improve quality and processes in organizations around the world.

You can view the [full list of IISE benefits online](#).

I joined IISE <for career advancement, knowledge sharing, training, etc.> I think you would enjoy the benefits of membership.

Sincerely,
<<YOUR NAME>