

Early 2026 Membership Acquisition Campaign (Why IABC)



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Campaign/Project Name	<i>Early 2026 Membership Push</i>
Timeline (Start/End)	<i>February – April 2026</i>

Overview
<p>IABC will run a coordinated membership acquisition campaign starting in mid-February and running through the end of April 2026, highlighting the benefits of IABC membership and the opportunity of our new, accessible Lite Membership option.</p> <p>The campaign will take a personal approach, highlighting why both new and returning members find value in the organization, with a heavy focus on member testimonials. With most of this campaign taking place on social media, dynamic deliverables are prioritized.</p> <p>Targeted Messaging and Taglines</p> <p>For this Why IABC campaign, HQ will focus on highlighting stories and/or testimonials from specific audience groups:</p> <ul style="list-style-type: none"> • <i>Early to mid-career professionals who recently joined the organization:</i> focus on finding community and mentorship <ul style="list-style-type: none"> ○ Taglines: <ul style="list-style-type: none"> ▪ Join a global community of communicators who <i>get it</i>. ▪ IABC brings communicators together, near you and around the world. <ul style="list-style-type: none"> • IABC brings communicators together, in your community and around the world. ▪ Support that grows with you. <ul style="list-style-type: none"> • Support that grows with you and your career. ○ Quote examples: Lauren, Shehnaz • <i>Longtime members and volunteers with a depth of experience with the organization:</i> focus on leadership opportunities and the impact of IABC on careers. <ul style="list-style-type: none"> ○ Taglines: <ul style="list-style-type: none"> ▪ Lead the way. ▪ Build your influence. ▪ Experience you can trust. ▪ Because strong professionals don't grow by accident. ○ Quote examples to come. • <i>Independent consultants:</i> focus on career development, clear ROI <ul style="list-style-type: none"> ○ Taglines: <ul style="list-style-type: none"> ▪ Get ready for what's next. ▪ Confidence grows when you're well-connected. ▪ Credibility backed by a global profession. ▪ Build your influence with IABC. ○ Quote examples: Kamna, Rhonda • <i>Communication professionals from small in-house teams:</i> focus on community, resources, and professional learning <ul style="list-style-type: none"> ○ Taglines: <ul style="list-style-type: none"> ▪ Small teams deserve strong support. Find it with IABC.

- A global community behind a small team.
 - When your team is small, your network matters more.
 - Grow your career, even when you're the whole team.
 - IABC: where communicators talk it through.
 - The conversations your small team is missing.
 - Turn questions into clarity (with IABC / together).
- **Quote examples to come.**

We will capture fresh video testimonials using this link: <https://go.gather.video/FU5rtLYpu0b>.

Emphasis On Membership Options

Across platforms, HQ will test calls to action with non-member and past member audiences that emphasize new membership options and associated costs. Calls to action include:

- IABC membership is designed to be affordable and flexible. Explore options that meet you where you are.
- Flexible, affordable membership options that support the opportunities you're looking for.
- *Will solicit feedback from IABC Leaders on other items we can relate to the cost of Lite Membership in this section.*

IABC Leaders will receive updates about what is performing best through the IABC Community. Please see the Deliverables and Scope section for communication dates.

Campaign Goals

This campaign seeks to grow IABC's membership prospect funnel and convert both prospects and past members into current IABC members.

- **Prospect Audience Development:** convert 450 new member prospects to enter our existing member acquisition pipeline by filling out an interest form (Lead gen).
- **New Member Acquisition:** convert 315 new members to join IABC, at any member level. This is inclusive of past members returning to the organization and new-to-IABC prospects. New members achieved will support the 2024/25 Stronger Together Task Force: Commercial and Strategy's goal of adding 600+ new members to the organization as a result of our Member Lite offering.

Deliverables & Scope

This campaign will be comprised of nine (9) dedicated emails and social media posts from HQ throughout the timeline, in addition to dedicated advertising on LinkedIn and Google.

HQ will share campaign performance trends with the IABC International Executive Board, in addition to any findings that can benefit future campaigns.

Communication Timeline

- **February 2025**
 - *17 February:* finalize campaign messaging, timing and assets, post to Leader Centre and to Leaders Community Group

- *20 February*: campaign launch to past and never members – email, social
 - Launch campaign advertising
- *25 February*: dedicated email, social
 - Segment to past event attendees and webinar participants
- **March 2026**
 - *3 March*: dedicated email, social
 - Segment to those who lapsed due to dues transition
 - Additional dedicated email/community post to leaders, sharing progress
 - *11 March*: dedicated email, social
 - Segment to those indicated as independent consultants and to those who have advanced beyond a comms role
 - *20 March*: dedicated email, social
 - Segment to those who lapsed due to dues transition
 - *31 March*: dedicated email, social
- **April 2026**
 - *10 April*: dedicated email, social
 - Additional dedicated email/community post to leaders, sharing progress
 - *21 April*: dedicated email, social
 - Segment to those indicated as independent consultants and to those who have advanced beyond a comms role
 - *30 April*: dedicated email, social
 - Segment to those who lapsed due to dues transition
 - End campaign advertising

Please note that our **member referral campaign** will run continuously through 31 March 2026 and is aimed at current IABC members.

Deliverables

- Small suite of membership campaign graphics and videos (sized for email, social media, website, and customizable templates) for use by HQ and by IABC Leaders
- Campaign messaging, inclusive of sample social media posts and copy (see below)

Target Audience & Messaging

This campaign will focus on those not current members of IABC.

Prospect audience (never members)

All those who are not currently members of IABC and have never been members of the organization. IABC will focus on easy-to-access ROI for this group and highlight how the tiered membership options ensure career benefit at varying access points.

- Further segmentation to past event attendees and educational participants and by self-identified role, as spelled out in the schedule.

Past IABC members

Past IABC members will also receive communications that emphasize the benefits of IABC membership, but with a focus on returning to the IABC community and the new price points available.

- Further segmentation to those who lapsed due to the dues transition, as spelled out in the schedule.

Voice & Tone

The voice and tone for this campaign will follow IABC's professional and friendly personality and style guide, while encouraging engagement across platforms.

Sample Email Copy

Support that grows with you.

Communication careers don't stay still, and neither do the challenges that come with them. Roles evolve, expectations shift, and the work keeps changing.

That's why IABC is built to offer support that you can start benefiting from now — and grow with over time.

At every stage of your career, IABC connects you with a global community of communicators who understand the work and are willing to share insight, perspective, and experience. Through resources designed for real-world challenges, membership adapts as your needs change.

As a member, you can access:

- **The IABC Community:** a members-only online hub where you can ask your burning question and receive responses globally within hours
- **Shared Interest Groups (SIGs):** connect with fellow communicators around specific topics and areas of practice that directly impact your work, like the impact of AI on communications and more
- **Catalyst and PodCatalyst:** stay on top of thought leadership, trends, and perspectives shaping the profession
- **Professional learning and webinars:** take advantage of live and on demand expert-led learning designed to help you apply global insights with confidence

With multiple membership options (Lite, Professional, and Plus), you can start where you are today and grow your engagement over time.

Whether you're building confidence, expanding your influence, or looking for perspective as the profession evolves, there's a place for you at IABC.

Start where you are. Grow with IABC.

Explore membership options today (<https://www.iabc.com/membership/>)

Recommended Why IABC quote highlight inclusion below button.

Lead the Way, With IABC Supporting You

Leadership in communication looks different today than it did even a few years ago.

Communicators are being asked to guide organizations through change, advise leaders with confidence, uphold ethical standards, and help shape what comes next. At IABC, leadership isn't defined by a title — it's defined by **how you contribute, influence, and engage with the profession.**

That's why IABC offers members meaningful opportunities to lead, in ways that grow with your experience and interests.

As part of the IABC community, members can step into leadership through:

- **The IABC Community and Shared Interest Groups (SIGs):** engage in global and local conversations, exchange ideas with peers, and take on leadership roles within communities focused on specific topics and areas of practice
- **Thought leadership through Catalyst:** share your perspective, experience, and insight by contributing content that helps shape conversations across the profession
- **Speaking opportunities:** submit proposals to present at [IABC World Conference](#), IABC's flagship annual event, and other IABC programs, bringing your expertise and real-world experience to a global audience
- **Professional recognition:** pursue excellence and visibility through the [Gold Quill Awards](#), and aspire to the [IABC Fellow](#) designation, which honors sustained impact and leadership in the communication profession
- **Mentorship and community leadership:** support other communicators by sharing experience, perspective, and guidance

Many members tell us that leading within IABC strengthens their confidence, broadens their perspective, and enhances their ability to lead effectively within their organizations.

Whether you're looking to raise your voice, deepen your involvement, or help shape the future of the profession, IABC provides the space, support, and community to do it well.

Lead the way, with IABC behind you.

Explore membership options and get involved today (<https://www.iabc.com/get-involved/>)

Recommended Why IABC quote highlight inclusion below button, focusing on a longtime volunteer.

Get Ready for What's Next With IABC

The communication profession isn't slowing down, and neither are the expectations placed on communicators.

From rapid advances in AI and technology to evolving standards of leadership, ethics, and influence, communication professionals around the world are being asked to anticipate change, guide organizations through uncertainty, and help shape what comes next.

Getting ready for the future means more than keeping up. It means having **trusted insight, global perspective, and a community of peers** who are navigating these shifts together.

That is where IABC comes in. IABC connects communicators across industries, regions, and career stages. Through shared learning, thought leadership, and meaningful connection, IABC helps professionals prepare for what's ahead with confidence and clarity.

As a member, you can take advantage of:

- **Thought leadership through [Catalyst](#) and [PodCatalyst](#):** explore insights, trends, and real-world perspectives from communication professionals around the world
- **Member-only IABC Community and [Shared Interest Groups \(SIGs\)](#):** discuss emerging challenges, share ideas, and learn how peers are approaching what's next
- **Network-building through local [Chapters, Regions](#) and [events](#):** connect with communicators in your area and around the world through chapter programming, regional engagement, and flagship events like [IABC World Conference](#)
- **Professional learning opportunities:** stay current through [Webinars](#), [Master Classes](#), and [on-demand content](#) designed around today's most pressing topics
- **Global perspective and ethical grounding:** engage with ideas and [standards](#) that help you navigate change with confidence and credibility

What makes this support accessible is that **IABC membership is designed to meet you where you are.** With multiple options (Lite, Professional, and Plus) you can choose an affordable entry point that fits your goals today and deepen your engagement as your career and needs evolve.

Whether you're preparing for new responsibilities, new technologies, or new ways of working, there's a way to be part of IABC that makes sense for you.

Get ready for what's next with IABC.

Explore membership options today (<https://www.iabc.com/membership/>)

Recommended Why IABC quote highlight inclusion below button.

Small Teams Deserve Strong Support. Find It With IABC.

When you're part of a small communication team, the expectations and need for fresh ideas don't shrink just because the team does.

You're often balancing strategy and execution, navigating change with limited resources, and being asked to provide clear, confident guidance across the organization. In roles like these, having the right support isn't a nice-to-have. It's essential.

That's where IABC comes in.

IABC supports communication professionals working in every kind of environment, including small and lean teams. Through global perspective, practical insight, and a generous culture of sharing, IABC gives you access to the people and ideas that help you do your best work — even when you're wearing a lot of hats.

As a member, you can take advantage of:

- **Thought leadership through [Catalyst](#) and [PodCatalyst](#):** stay informed on trends, challenges, and real-world approaches from communicators who understand the realities of in-house work
- **[Shared Interest Groups \(SIGs\)](#):** connect with peers around specific topics and areas of practice, exchange ideas, and learn how others are solving similar challenges
- **[IABC World Conference](#):** gain big-picture perspective, explore what's shaping the profession, and connect with communicators from around the world who know what it's like to work with limited resources in person

- **Professional learning opportunities:** build skills and confidence through [Webinars](#), [Master Classes](#), and [on-demand learning](#) designed to be practical and immediately applicable

IABC membership is designed to be accessible and flexible. With multiple options (Lite, Professional, and Plus), you can choose an affordable way to get started and deepen your engagement as your needs and capacity evolve.

Whether you're a team of one or part of a lean department, there's an IABC membership option that fits your role, your goals, and your budget.

Small teams deserve strong support. Find it with IABC.

Explore membership options (<https://www.iabc.com/membership/>)

Recommended Why IABC quote highlight inclusion below button.

Additional Notes

This campaign focuses on external messaging to sell membership to those who are not already members of IABC. We will continue to tweak our website and messaging to current members to draw a distinction between Member Lite, Professional, and Plus memberships.

HQ will link to Catalyst content, PodCatalyst episodes, and IABC resources, relevant to specific audiences, to further showcase examples of relevant resources. This may include (but is not limited to) Circle of Fellows episodes, the IABC Career Assessment Tool, and more!

Look and Feel (please note sample below is static)

A vertical rectangular graphic with a dark purple-to-black gradient background. In the top right corner, there is a small red pentagon. The main text is in white, bold, sans-serif font. It reads: "IABC brings communicators together, near you and around the world." Below this, in a smaller font, it says: "Memberships start at just \$0.33 per day. Explore your options and join IABC today!". At the bottom left is the IABC logo, and at the bottom right is the URL "IABC.COM/JOIN" in white, all-caps, sans-serif font.

**IABC brings
communicators
together, near you
and around the world.**

Memberships start at just
\$0.33 per day.
Explore your options and join
IABC today!

IABC

IABC.COM/JOIN

Full set of campaign graphics and videos can be found here:

https://drive.google.com/drive/folders/1FIMHEyuoYvwk_mOI3TMdhEqF5jLjViPj?usp=drive_link

Please note that this drive will continue to be updated as new resources, collateral and testimonials are confirmed!