

MetroIBA

Summer Recruitment Campaign

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The Metro IBA is promoting a summer recruitment campaign designed to get more members into Metro IBA. This will be done by the Metro IBA team and by members using supplied copy and graphics. The goals of the campaign are:

- 1 - Get more members into the organization
 - 2 - Increase reach and awareness using latest elevator pitch
 - 3 - Activate members to do outreach
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Member Notes

Digital Channels

- Web: Post web banners or other messaging on your website
- Social: Post social messages and link to the metro IBA website
- Email: Add a graphic or message to your email marketing

Talking Points & Conversions

- Send people to the Metro IBA website
 - <https://www.buylocaltwincities.com/membership/join/>
 - <https://www.buylocaltwincities.com/>
 - Use the part of the elevator pitch that will resonate best with your potential new member
 - Invite potential new members to a board meeting
 - Offer to let us pair a potential member with the most appropriate current member for a one on one meeting
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Metro IBA is a group of dedicated independent business owners who work together to support locally owned businesses in the Twin Cities. By combining resources and experience the Metro IBA brings a unique combination of services and benefits to members and the local economy. Our vision is to become one of the strongest and most effective advocates of independent business in the metro and to have a lasting positive impact on the issues facing the local economy.

Benefits of membership include:

Promote Local Business

- Online Business Listings
- Buy Local Guide
- Plaid Friday
- Indie Awards
- Networking Events

Support Local Economy

- Community Building
- Cross Promotion
- Job Creation & Recruitment

Public Policy Team

MetrolBA

Summer Recruitment Campaign

- Give members a voice in local and state politics
- Rapid response team can mobilize for members in need immediately

Team Resources

- Education committee and free education events
- Email Panel and Question and Answer Network
- Round Table and Panel Meetings

Call To Action's (CTA's)

1: Get To Know Us

- Join us for an event!
- Attend a Board Meeting!
- Talk to A Member
- *Call or email us and we will help arrange a meeting that works for you.*

2: Join Today

- Become a Member
- Contribute to Local Economy
- Support Local Businesses
- *Use the form below to join today*

3: Help Recruit

- Help Reach New Members
 - Share Our Stories
 - Send Friends Information
 - *Download these pdf's and graphics to use for social and email*
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