MTNA
Affiliate Leadership Seminar

Creating a Welcoming Environment in Your Affiliate

Noreen Wenjen, NCTM, Vice President for Membership
Ryan Greene, Director of Membership Development
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Top 10 Tips for

Creating a Welcoming Environment in Your Affiliate

Noreen Wenjen, NCTM
MTNA VP for Membership

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1 How to Gain Leaders for Your Chapter or State

Avoid the negative sales pitch and high emotions

"We've had a vacancy for a loooong time!" 😂

"Nobody wants this job. Will you do it?" 🥹

"The last person didn't do much and bailed." 😤

1 How to Gain Leaders for Your Chapter or State

Approach Active Teachers In The Event

"This is a great event that your students participate in. Would you like to run it since you are so familiar with it?"

1 How to Gain Leaders for Your Chapter or State

State the Positives

"This is a great your students participate in. Would you like to run it since you are so familiar with it?"

- They can be in control of scheduling
- Leaders attract more students (free marketing!)
- Other leadership perks:
  Lunch, conference discounts & grants, certification or tenure
- Tell them what they do well and why they are a good fit

1 5 Qualities of a Great Leader

Involve New Members

- Knowledge can be learr
- Changes may lead to improvements



2 Unique Local Association Activities

How to Become the "Fun Chapter"

- Music Studio Crawl 🎹 🎻 🎺 🎤
- 3 studios to see setup and meet 3 teachers
- Level up with food and drinks 🌭 🍷

👆Scan for Alabama's activities

3 Support Collegiates and Young Professionals

Create a Young Professionals Leadership Network

- Create performance opportunities
- Pedagogy and Play
- Level up with food and drinks 🍕 🍺

👆 Scan for California's CAPMT YPLN

3 Support College and Young Professionals

Include Collegiates and Colleges

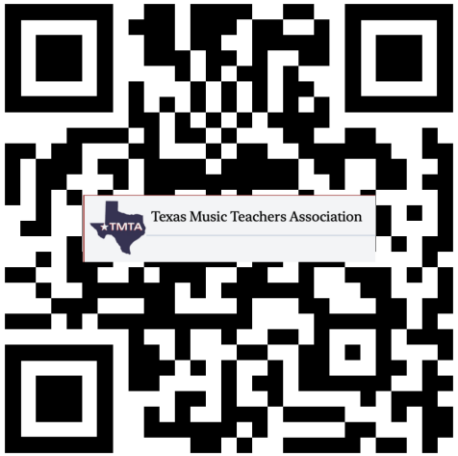
- Allow grad students to enter their students in competitions
- Schools host local association events
- Invite non-members to join – faculty/collegiates
- Create calendar invitations
- Create Virtual Collegiate Chapter

👆 Scan for Colorado State's YPLN

4 Empower Local Associations

Create Local Association Awards for Your State Conference

- Thank behind-the-scene leaders
- Get 1 nomination from each chapter
- Give conference discount for awards banquet



👆 Scan for Texas MTA

5 Empower Local Associations

Apply for a grant to take your chapter to a conference!

- MTNA Conference
- Eli Lilly Grant
- Join us in St. Louis April 2-6, 2027!



👆 Scan for Indiana MTA

#6 Download & Share Membership Lists

Log in mtna.org

✅ Download and Sort Lists

- Current member
- Student/collegiate
- Non-renewal
- Interested non-members

🔴 BCC, don't CC

Share updated lists. with local presidents for outreach and planning. Ryan will demonstrate this later in Leadership Toolkit

#7 Create an Affiliate Chapter Brochure

- 🗓️ Include calendar of events
- 🎁 Highlight membership offerings
- 📍 Add state conference date
- 🐌 Send via mail using automated service
- 🔗 Include service links for labeling/postage

QR Link to this brochure template 👉



College Student? Join CAPMT!



A college student can be an MTNA+CAPMT member for just $36.50! (MTNA $19 + CAPMT $17.50)

COLLIGIATE MEMBERSHIP BENEFITS

- ☐ **Free MTNA conference registration with 6 hours of volunteer service**
- ☐ **$105 MTNA national conference attendance ($445-$645 value)**
- ☐ **Collegiate Symposium invitation**
- ☐ **CAPMT Young Professionals Leadership Network (YPLN) Collaborations**
- ☐ **50% discount on national dues for the first year of Active membership.**
- ☐ **All college students are welcome to join IMTA/MTNA! Start a new chapter!**

•Collegiate membership offers all the benefits of Active membership with the exception of the ability to hold national elected office, enter students in the National Competitions, or vote.

JOIN US

#3 Feature Collegiates & Young Professionals

💸 Membership costs less than 7 lattes—around $46 (MTNA $25 + CAPMT $21)

📈 A priority growth segment—give it visibility in outreach

📸 Leadership shines through with a professional photo

👨‍💼👩‍🎤 Reserve State Board seats for Young Professionals

🎟️ Spread the word on YPLN and collegiate conference discounts

🔗 QR access to this membership Canva template

8

Remind Members To Renew



- 🗓️ **Renewal opens April 1** for the year
- **July 1 – June 30**

- 🎓 **Collegiate Membership:**
- October 1 – September 30

- 📣 Promote in **April, May, June**

- 📸 Include photo + 🔗 direct renewal link/button

#9 Email Non-Renewals



💳 New – Autorenewals!

🔁 Follow up with members who haven’t renewed

🗓️ Renewal timeline:
April 1 – June 30 General Payments
April 1 – September 30 Collegiates

🎓 Include student and collegiate options

📸 Add photo + 🔗 direct renewal link/button

📣 Send multiple reminders across April, May, and June

#10 Repost Social Media Campaigns

Let's Connect!

Repost MTNA Campaigns!
MTNA Membership TAG
@wenjenpiano insta
@twoyearwaitlist Facebook



MTNA
SUMMIT FOR LEADERSHIP

Scan to download a template copy

MTNA State Affiliate - VP for Membership and Membership Chair Annual Checklist

Fill in the worksheet at the end, check off items monthly. The items marked **(P)** need a conversation with your state president before the deadline. The VP for Membership or the Social Media Chair sends all member communication.



Noreen Wenjen
VP for Membership
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Melissa Curtice
The Oracle
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Local Association Member Recruitment: Teacher Workshop

- How to identify non-members in your area
- Getting the word out
  - Email series to members
  - Personal invitation to non-members
  - Website
  - Bring a non-member friend
  - Non-MTNA teacher groups
  - Music schools and stores
- Sign-In Sheet
- Personalized membership value proposition
- **Challenge: To welcome at least 1 new member each year**

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Creating a Welcoming Social Media Presence

A Strategic Framework

Caitlin Carter | Communications & Marketing Manager
ccarter@mtna.org

“6 M’s of Social Media”

By Jenny Li Fowler

Mission

What is your goal?

Setting Goals

SMART

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

SOFT

- Simple
- Observable
- Flexible
- Transitional

“6 M’s of Social Media”

By Jenny Li Fowler

Message

What story are we telling?

“6 M’s of Social Media”

By Jenny Li Fowler

Management

What are your processes and procedures?

“6 M’s of Social Media”

By Jenny Li Fowler

Medium

What platform(s) are you using?

“6 M’s of Social Media”

By Jenny Li Fowler

Metrics

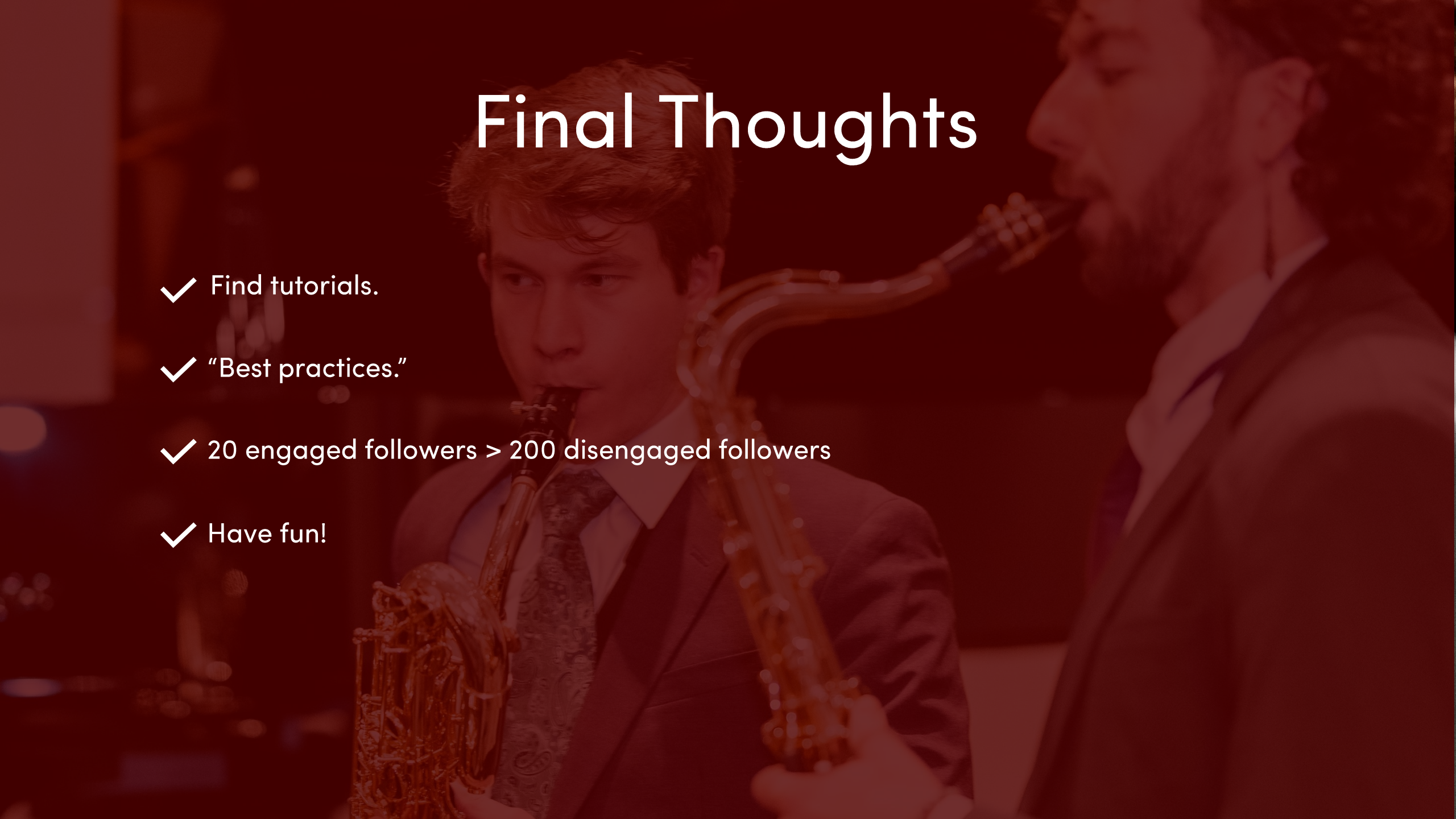
How do you know what’s working?

“6 M’s of Social Media”

By Jenny Li Fowler

Monitoring

Are you listening to your audience?



Final Thoughts

- ✓ Find tutorials.
- ✓ “Best practices.”
- ✓ 20 engaged followers > 200 disengaged followers
- ✓ Have fun!


for a more
connected tomorrow
drop your @!