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Practical Tips to Invigorate Your Membership Marketing Efforts

Noreen Wenjen, NCTM, Vice President for Membership
Ryan Greene, Director of Membership Development
Caitlin Carter, Communications & Marketing Manager



The New MTNA Website

- Accessing member records
- Reading the spreadsheets
- **Send Email** function
- Leadership Resources

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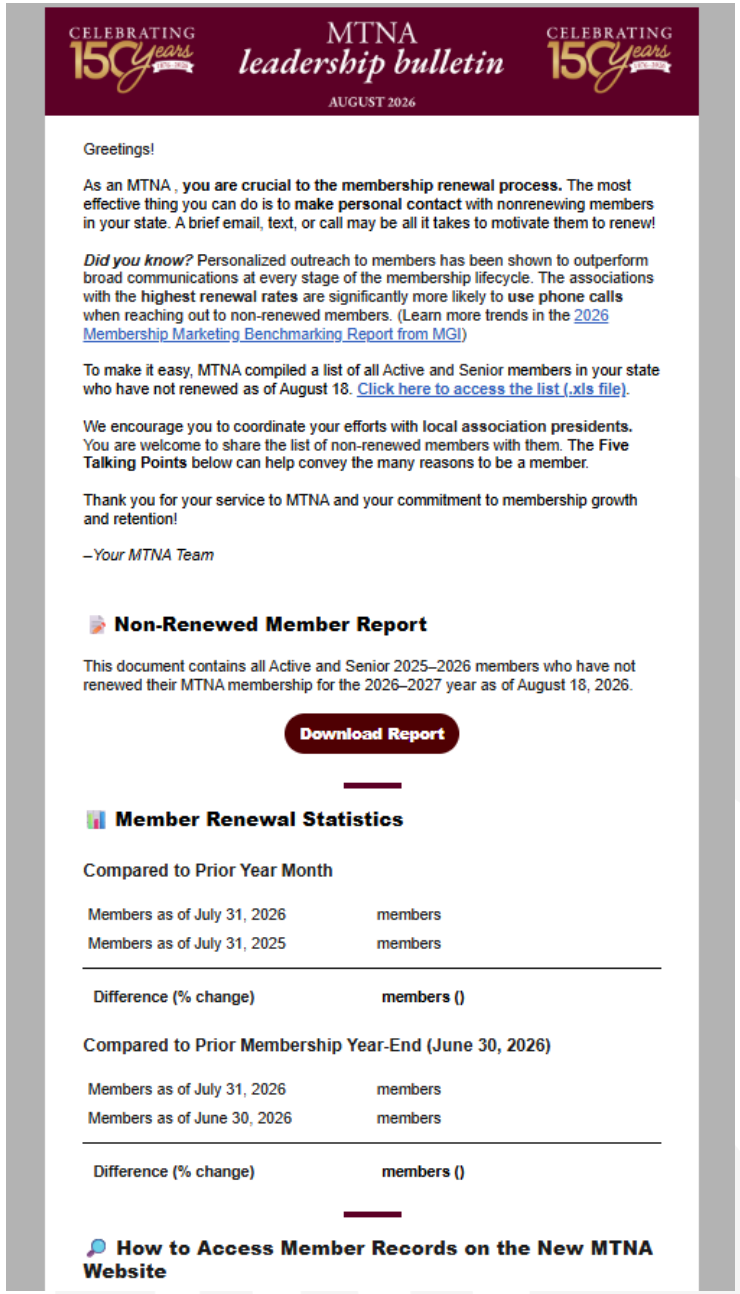

CELEBRATING 150 Years

MTNA *leadership bulletin*

CELEBRATING 150 Years

AUGUST 2026

Greetings!

As an MTNA , **you are crucial to the membership renewal process.** The most effective thing you can do is to **make personal contact** with nonrenewing members in your state. A brief email, text, or call may be all it takes to motivate them to renew!

Did you know? Personalized outreach to members has been shown to outperform broad communications at every stage of the membership lifecycle. The associations with the **highest renewal rates** are significantly more likely to **use phone calls** when reaching out to non-renewed members. (Learn more trends in the 2026 Membership Marketing Benchmarking Report from MGI)

To make it easy, MTNA compiled a list of all Active and Senior members in your state who have not renewed as of August 18. Click here to access the list (.xls file).

We encourage you to coordinate your efforts with **local association presidents.** You are welcome to share the list of non-renewed members with them. **The Five Talking Points** below can help convey the many reasons to be a member.

Thank you for your service to MTNA and your commitment to membership growth and retention!

–Your MTNA Team

Non-Renewed Member Report

This document contains all Active and Senior 2025–2026 members who have not renewed their MTNA membership for the 2026–2027 year as of August 18, 2026.

Download Report

Member Renewal Statistics

Compared to Prior Year Month

Members as of July 31, 2026	members
Members as of July 31, 2025	members
Difference (% change)	members ()

Compared to Prior Membership Year-End (June 30, 2026)

Members as of July 31, 2026	members
Members as of June 30, 2026	members
Difference (% change)	members ()

How to Access Member Records on the New MTNA Website

MTNA Leadership Bulletin

Emailed bimonthly to

- State Presidents
- State Presidents-Elect
- State Membership Chairs
- Local Presidents
- Dues Contacts

Contains important information and deadlines, plus essential tools for membership recruitment and retention.

Addressing Pain Points of Non-Renewals

Not Enough Value

Member Benefits Guide:
mtna.org/Membership_Benefits.html

3-in-1 membership model is unique!

A built-in community of colleagues

Feeling Unwelcome

Local Association Leadership and Board of Directors

Communication

Governance

Roberts Rules

Code of Conduct

Volunteerism and collaboration

Too Expensive

Built membership into your studio business model.

Membership is a tax-deductible expense for independent teachers.

Utilizing MTNA discounts on programs and services can often more than cover the annual cost of membership.

Membership Dues Discounts
Discount for recent graduates (50%)
Senior discount (25%)
Retired membership (50%)
Financial hardship relief (50%)
Collegiate membership rate $25

State Affiliate Membership Team



President

President-Elect

Collegiate Chapters Chair

Membership Chair

Treasurer

Conference Chair

Social Coordinator

Recording Secretary

Webmaster

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MTNA Affiliate Leadership Seminar

For all State and Local MTNA Leadership

Friday, September 25
1:00–4:00 p.m. Eastern Time

Scan to register

Top 5 Tips for

Driving State Membership Growth

Noreen Wenjen, NCTM
MTNA VP for Membership

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#5 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

#4 Create State 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 👉



#3 Feature Collegiates & Young Professionals

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

💸 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

2

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

#2 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

#1 Repost Social Media Campaigns

Let's Connect!

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



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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
twoyearwaitlist@gmail.com



Melissa Curtice
The Oracle
mcurtice@mtna.org

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MTNA State Affiliate- State President

Annual Calendar and Presidential Checklist

A month-by-month working checklist for state affiliate presidents. Adapt names, dates, and program titles to your own state association.



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VP for Membership
twoyearwaitlist@gmail.com



Ryan Greene
The Teacher
rgreene@mtna.org



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- This post received **more views** compared to your recent Facebook posts.
- This post received **more interactions** compared to your recent Facebook posts.
- This post received **more views** compared to your recent Instagram posts.
- This post received **more reach** compared to your recent Instagram posts.
- This post received **more interactions** compared to your recent Instagram posts.





Victoria Fischer Faw · 8w
What a fabulous team!
Reply Hide

Janet Finch · 8w
So grateful for such a great team!
Reply Hide

Lauren Schack Clark · 8w
Thank you for all you do!
Reply Hide

Terri 'Krause' Hlubek · 8w
Whoo Hoo!!! Just the BEST❤️
Reply Hide

Alison Shamlian Barr · 8w
Best team in the universe!
Reply Hide

Barbara Shinn · 8w
Great idea!
Reply Hide

Jean Ting · 8w
Nice!
Reply Hide

Kevin Chance · 8w
Y'all are awesome!!
Reply Hide

The Mixologist: Tom Crawford
Chief Operating Officer

To know Tom is to know his commitment to integrity, his belief in kindness above all, and his appreciation for quality craftsmanship.

From his very first day as COO, Tom immersed himself in MTNA's history, people, and operations to understand what makes the organization tick. Always looking to shake things up, he questions long-standing processes, explores new technologies, and brings fresh ideas to the table. Through constant experimentation, calibration, and refinement, Tom is in search of the perfect alchemy that will make MTNA the best it can be. Plus, like any good bartender, he's always willing to lend an ear.

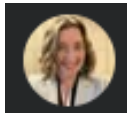
📷: Jessica & Sarah Photography





Wendy Bachman · 7w · by author
I love these personal spotlights!!

Reply Hide 2



Olivia Ellis · 8w
Love our MTNA staff!💗

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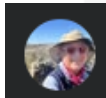


Kathleen Gault · 8w · by author
I am really loving this series highlighting MTNA staff. Those I have met in person, or interacted with over the phone, have all been amazing. So nice to see the faces behind the scenes and hear a bit more about the wizardry each one performs.

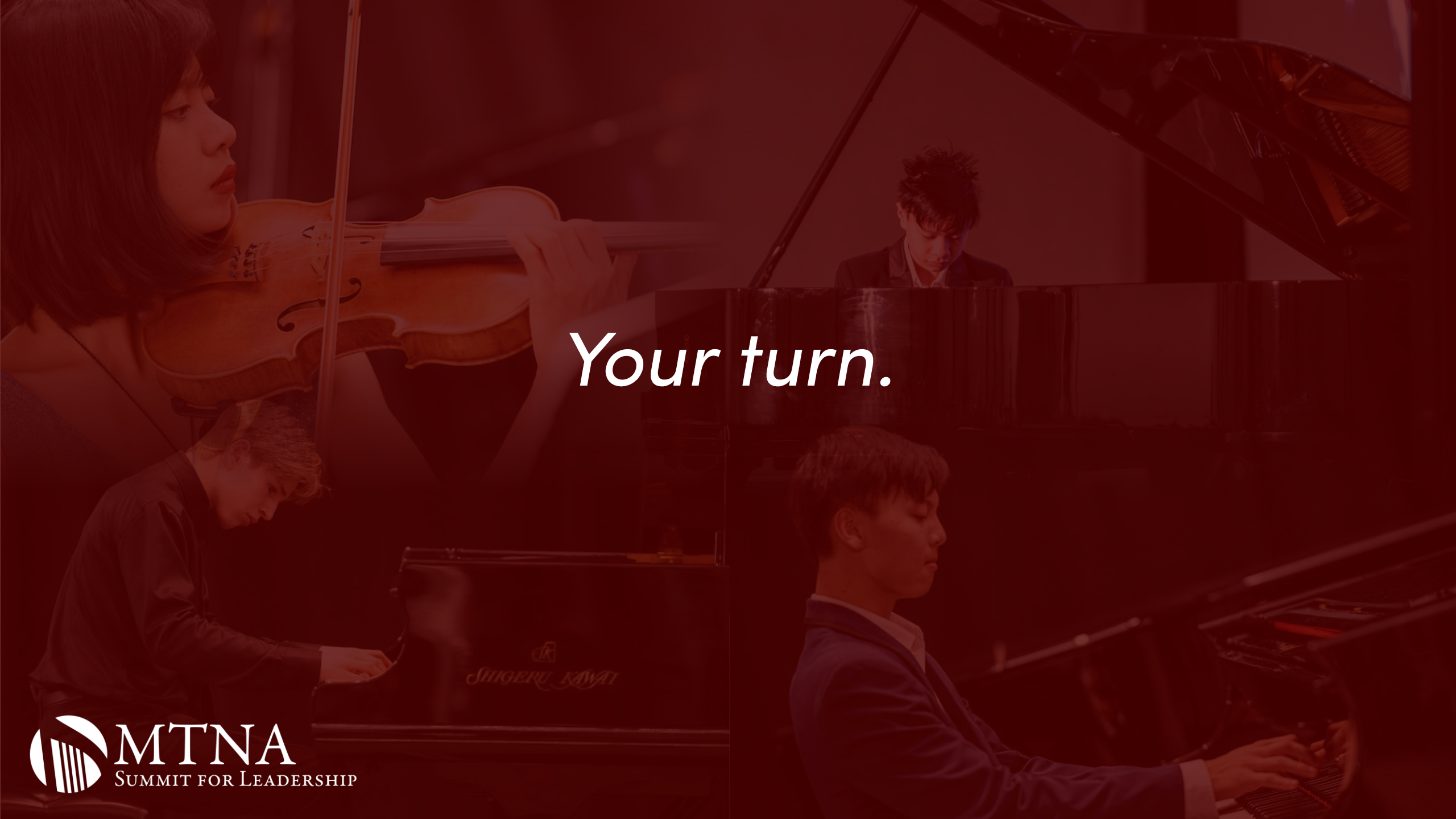
The Department of Tourism: Tonya Schauer
Meetings & Member Services Manager

Greetings from...well, just about anywhere.

Every hallway, ballroom, and loading dock of every conference site has been walked by Tonya. She knows hotel staff by name, even years after the last MTNA box has been packed away. The mastermind behind MTNA's events, Tonya works tirelessly behind the scenes to make sure every attendee, presenter, exhibitor, performer, and sponsor feels welcomed and cared for.

While her office is filled with swag from cities across the country, perhaps her greatest souvenir is the deep network of relationships she's built along the way. Endlessly thoughtful, Tonya is one of MTNA's greatest ambassadors, exuding warm hospitality and professionalism everywhere she goes.





Your turn.

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