

MEMBERSHIP MARKETING

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MTNA Affiliate

Leadership Seminar

9.19.25

MTNA Summit for Leadership 2025




Top 5 Tips *for*

Driving State Membership Growth

Noreen Wenjen, MTNA VP for Membership



#1 Download & Share Membership Lists

-  Download current member, student, non-renewal & interested lists
-  Organize securely using professional tools (e.g., Mailchimp, Constant Contact)
-  Share updated lists with local presidents for outreach and planning

#2 Email Welcome Members!



WSMTA Office

Washington State Music Teachers Association President's Welcome

To: Noreen Wenjen, NCTM

May 13, 2025 at 3:00 PM

Hello Noreen,

Welcome to Washington State Music Teachers Association! As a member, you will enjoy benefits for yourself and your students, including:






- Member rates for attendance at educational workshops in your local community and throughout the state.
- State-sponsored programs to enhance student and teacher learning, including our Young Composers Project, and Music Artistry and Music Literacy programs.
- Statewide student composition and performance competitions, with opportunities for winners to continue to regional and national competitions.
- Member rates for our annual conference featuring nationally recognized speakers, master classes and recitals.
- Our newsletter, *The CLARION*, published six times each year and available through our website at wsmta.org. Our website also includes a Members Only area which you can access for additional resources using your current MTNA membership number.
- Access to the benefits of membership in Music Teachers National Association (mtna.org).

In joining WSMTA, you become part of our state organization with more than 100 years of commitment to music study and arts advocacy. We encourage you to participate in a local group or chapter, where you may apply your unique skills to the benefit of those in your community. You will open the door to new friendships with professional colleagues, and that can be the most rewarding part of your membership!

Thank you for your membership! If you have any questions, contact me at colleenhunterpiano@gmail.com, or contact WSMTA Administrative Coordinator Kirsten Carlson at wsmtaoffice@gmail.com.

Sincerely,
Colleen Hunter, NCTM
WSMTA President

Kirsten Carlson (she/her)
Administrative Coordinator
Washington State Music Teachers Association
WSMTAoffice@gmail.com / wsmta.org
Upcoming office closures: May 19 and July 14-18.

-  Personal greeting
-  Highlight benefits
-  Mention state events
-  Link to state & national sites
-  Share local contact/help info

#2 Email - 🛎 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



Dear Sean,

Did you remember to renew your CAPMT membership?

Don't miss out on all the wonderful benefits available to MTNA & CAPMT Members!

Heidi Saario







CAPMT VP of Membership

[Contact us](#)

RENEW TODAY!



#2 Email- Non-Renewals

-  Follow up with members who haven't renewed
-  Reference renewal timeline: April 1 –June 30
-  Include student and collegiate options
-  Add photo +  direct renewal link/button
-  Send multiple reminders across April, May, and June

#3 Feature Collegiate & Young Professionals

 **Join for the price of 5 lattes! \$36.50!** (MTNA \$19 + CAPMT \$17.50)

 Targeted growth group—highlight in outreach

 Use professional photos to showcase leadership

 Include Young Professionals on State Board

 Promote YPLN & collegiate conference discounts

 [Link](#) to my membership Canva template



College Student? Join CAPMT!



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

COLLEGIATE MEMBERSHIP BENEFITS

- ☐ **Free** MTNA conference registration with 6 hours competition volunteer service
- ☐ \$60 MTNA national in-Person/virtual conference attendance (\$345-\$495 value)
- ☐ Collegiate Chapters 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 CAPMT/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



#4 Create & Mail 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



The brochure is a vertical layout with a yellow background. At the top right is a logo for CAPMT (California Association of Professional Music Teachers) featuring a blue treble clef and the acronym 'CAPMT' in a stylized font. Below the logo, the text 'CALIFORNIA ASSOCIATION OF PROFESSIONAL MUSIC TEACHERS' is written in a sans-serif font. To the left of the logo, the text 'EVENTS & PROGRAMS' is written in a large, bold, blue font, followed by '2024 - 2025' in a smaller, bold, black font. The main body of the brochure is divided into three columns. The left column is titled 'BE IN THE KNOW' in a bold, black font. Below this title are three sections: 'CONFERENCES' (with sub-points: CAPMT STATE CONFERENCE, MTNA NATIONAL CONFERENCE (MINNEAPOLIS, MN IN 2025)), 'STUDENT EVENTS' (with sub-points: IN-PERSON PERFORMANCE OPPORTUNITIES FOR YOUR STUDENTS, NON-COMPETITIVE & COMPETITIVE EVENTS, LOCAL EVENTS BY DISTRICT & CHAPTER), and 'PROFESSIONAL OPPORTUNITIES' (with sub-points: YOUNG PROFESSIONALS LEADERSHIP NETWORK, CAPMT COMMISSIONED COMPOSER, COLLEGIATE NETWORK FOR FACULTY & STUDENTS, IN-PERSON & ONLINE WORKSHOPS, EVENTS, GUEST SPEAKERS). The middle column is titled 'CONNECT WITH US' in a bold, black font. Below this title is a QR code, the website addresses 'www.capmt.org' and 'www.mtna.org', and social media icons for Facebook, Instagram, LinkedIn, and Twitter. The right column contains the CAPMT logo and the text 'EVENTS & PROGRAMS' and '2024 - 2025'.

Don't miss out on the latest news on our live competitions, events, and the live CAPMT and MTNA Conferences!

You won't get the **discounted member prices** for conferences and events for teachers or student events, unless you renew!

**All CAPMT Leadership positions must be a current member*

Heidi Saario

CAPMT VP of Membership

[Contact us](#)

#5 Share on Social

- Create Personalized Social Media Posts
- Tag friends, state and local
- [#IveRenewedHaveYou](#) [Facebook](#) and Insta
- Links
- [Youtube Link](#)
- [Facebook link](#)



leadership

bulletin

august 2025

Greetings!

As the beginning of the school year approaches, so does the time to welcome new members to MTNA! It is also when collegiate students are reminded to renew their membership or join. MTNA relies on your efforts to support the next generation of teachers!

—Your MTNA Team

Your Association Membership Statistics

Compared to Prior Year Month

Members as of July 2025	members
Members as of July 2024	members

Difference (% change)	members ()
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Compared to Prior Membership Year-End (June 30, 2025)

Members as of July 2025	members
Members as of June 30, 2025	members


Difference (% change)	members ()
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Collegiate Member Recruitment & Retention


We need your support to ensure college students, teachers, and advisors know how valuable MTNA membership is at this stage of their careers!




Key Talking Points

 The Collegiate membership year begins October 1, so now is the time for students to renew their membership or [join MTNA](#).

 **No Collegiate Chapter needed!** Any student involved in music study may join even if their school has not organized a collegiate chapter.

 **Discounted registration and networking opportunities** abound at the 2026 [MTNA Collegiate Symposium](#) (January 17–18) at the University of South Carolina and [National Conference](#) (March 21–25) in Chicago!

 **Graduating students save 50%** on national dues for their first year as an Active or International member! [Contact MTNA](#) to claim this offer.

Helpful Resources

- [Collegiate Member Recruitment](#)
- [Collegiate Member Retention](#)
- [Starting an MTNA Collegiate Chapter](#)—Contact [Ryan Greene](#) for assistance in forming a chapter

Welcoming New MTNA Members

- [Retention Ideas](#)—How can associations “roll out the red carpet” for new members? Explore ideas like a welcome packet, establishing a buddy system, organizing first-year member receptions, recognition, scholarships and more!



- [Advising Ideas](#)—Personal contact with an adviser who is a veteran member of MTNA is one of the best ways to make new members feel included and valued! This document includes specific suggestions and tools for establishing an advising program for new members.

Save the Dates!

Summit for MTNA Leadership
September 5–7
Cincinnati, Ohio

Designed to strengthen the connection across the local, state and national levels, the Summit is one of the most important events sponsored by the national association for state affiliate presidents, MTNA Board of Directors and Division Directors-elect.

Affiliate Leadership Seminar
Friday, September 19, 1:00–4:00 P.M. Eastern Time
Virtual

This online event addresses the challenges affiliates face by expanding their knowledge of MTNA and the role of local associations. All leadership in your association will benefit from this Seminar—stay tuned for registration information later this summer!

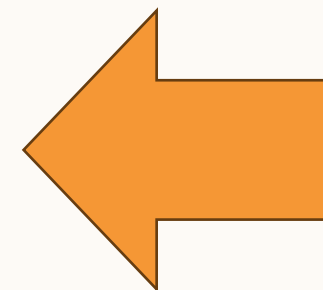
Has there been a change in your leadership?

Please inform MTNA of your affiliate’s new officers at your earliest convenience. State presidents can submit changes via [the portal](#); local presidents should [email us](#).

MTNA LEADERSHIP BULLETIN

Emailed bi-monthly to

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



LEADERSHIP COMMUNITY

Look for this in your
MTNA profile at mtna.org



My Communities

[Leadership](#)

Resource Library

Organize New Edit Versions

- ResourceLibrary
 - ▶ Affiliate Shared Resource Documents
 - ▶ Artwork, Brochures, Flyers
 - ▶ Division Minutes
 - ▶ Handbooks
 - ▶ How to Upload a Resource.pdf
 - ▶ Leadership Resources
 - ▶ Membership Recruitment & Retention
 - ▶ Presentations



MEMBERSHIP PORTAL

- Connect > State Portal > Membership Chair Login
members.mtna.org/MTNAPortal/Login.aspx
- Reading and sorting the spreadsheet
 - Microsoft Excel
 - Apple Numbers
 - Google Sheets or Office365 (web-based)



MTNA Local/State/Division Portal Login

Member #

Last name

Login

MTNA

Western District Portal

Export Member List

Transactions between to

Joined between to

Export

HOW MEMBERSHIP CAN PAY FOR ITSELF

- Member discounts
- Member insurance
- Member conference registration rate *save \$200*
- Member competitions entry fee *save \$150*
- Member certification application fee *save \$150*
- Find a Teacher Tool
- Business resources
- Priceless benefits of membership





SOCIAL MEDIA FOR MTNA AFFILIATES



WHY SOCIAL MEDIA?

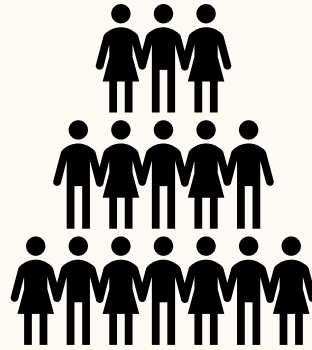


BENEFITS OF SOCIAL MEDIA

- **Engagement**
- **Visibility**
- **Communication**

GOALS & OBJECTIVES

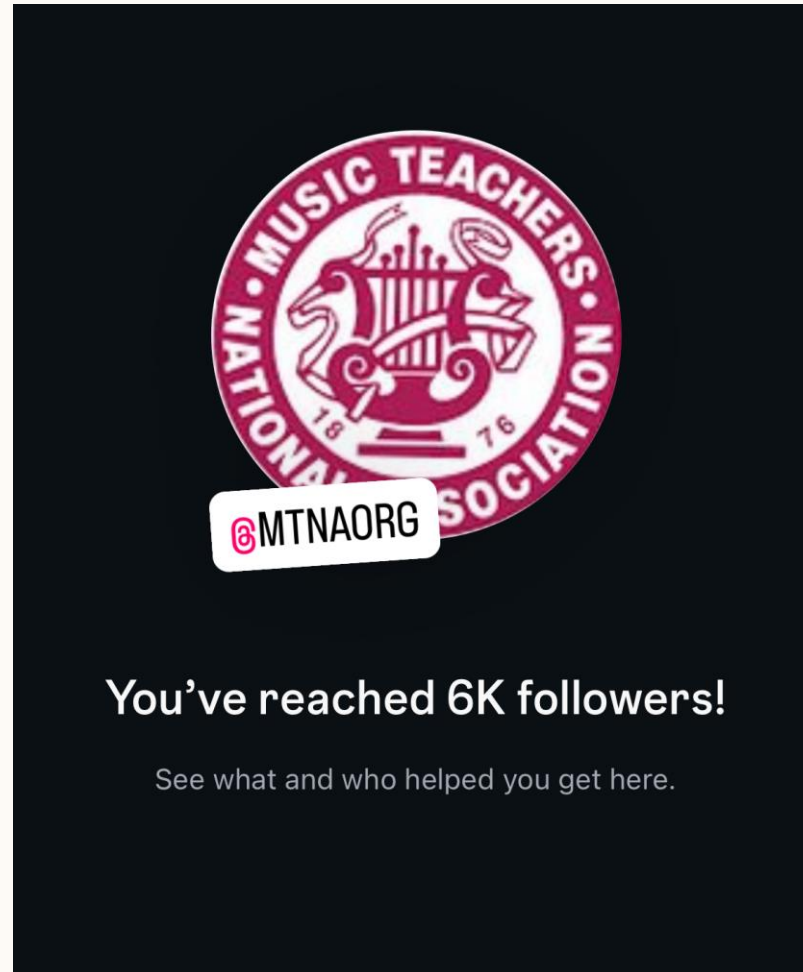
What do you want to achieve
through your social media efforts?



GOALS & OBJECTIVES

S.M.A.R.T.

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

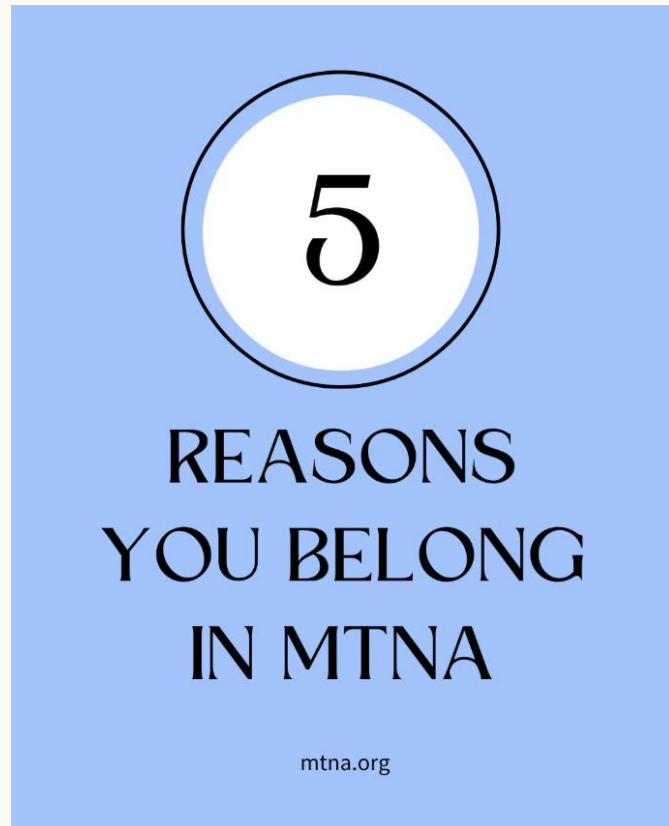




CONTENT STRATEGY & CREATION

TYPES OF CONTENT

Education



Information



TYPES OF CONTENT

Entertainment

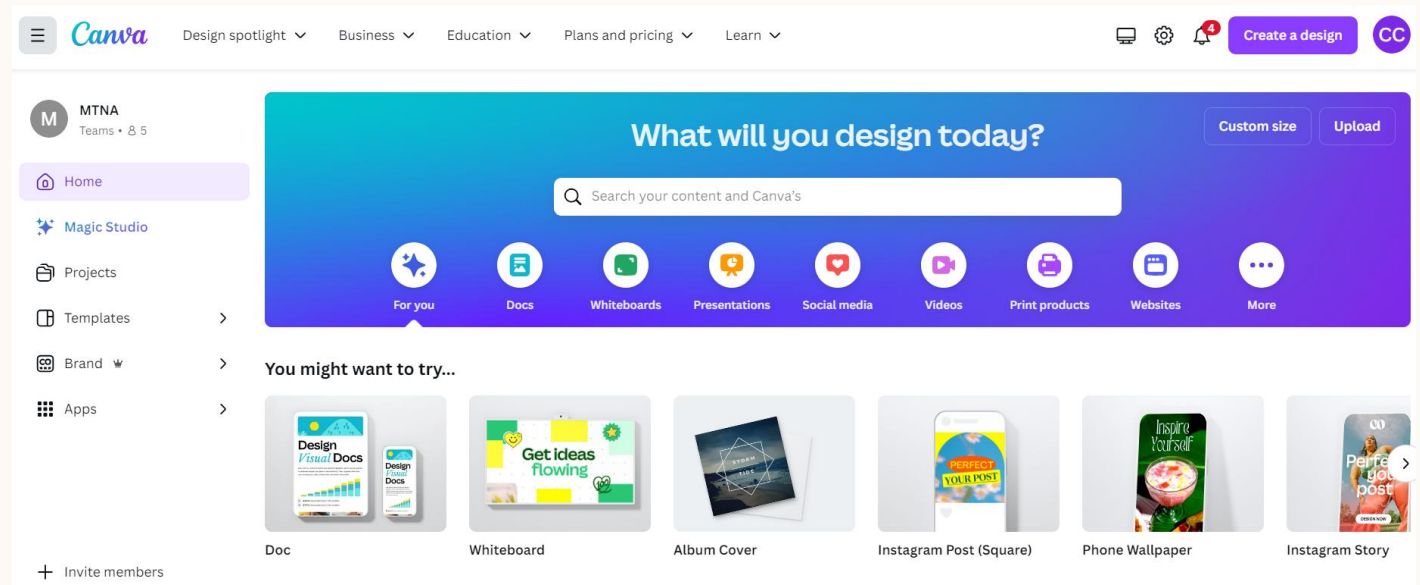


Engagement



GETTING STARTED

1. Identify your Social Media Czar or Committee.
2. Update your accounts.
3. Develop your calendar.
4. Create content.
5. Track metrics.



ENGAGEMENT 101



instagramforbusiness 



Engagement → Reach Reach → Growth

How does **engagement** help me if my goal is **growth**?

It's in Instagram's interest to **connect people with content they enjoy.**

- Like
- Comment
- Save
- Tag
- Share



FINAL THOUGHTS

- Authenticity > Perfection
- Quality > Quantity
- Collegiate Collaboration
- Consent is Cool
- Have Fun!



THANK YOU!

Questions?

Email Caitlin Carter

ccarter@mtna.org