



Engagement Engine

Growing and Energizing Your PCC Membership

Speakers



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Agenda

- Welcome
- The Membership Lifecycle
- Creative Recruitment & Activation Strategies
- Mentorship
- Engagement Tactics
- Measuring Success & Action Planning
- Q&A

Question

What's your biggest membership challenge?

The Membership Lifecycle

The Membership Lifecycle

- Awareness: Getting on the radar of potential members
- Recruitment: Compelling value propositions for different audiences
- Onboarding: First impressions that stick
- Activation: Moving from attendee to participant
- Retention: Keeping members engaged long-term
- Advocacy: Creating champions who recruit others

The Membership Lifecycle

Awareness: Three Core Focuses

- Digital Presence
- Direct Outreach
- Community Engagement



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The Membership Lifecycle

Recruitment: The Art of Value Propositions

- Style your value proposition according to the intended audience
 - **New Members:** “We help local businesses maximize their mailing ROI and streamline shipping operations by providing direct access to USPS decision-makers, exclusive cost-saving promotions, and a collaborative network of industry peers.”
 - **Events:** "Join us to transform your mailing and shipping strategy from an overhead cost into a growth engine. Learn about exclusive cost-saving tactics and network with USPS and industry experts to ensure your business stays ahead of regulatory changes and delivery innovations"

The Membership Lifecycle

Onboarding: First impressions that stick

- Welcome starts *before* the first meeting
- Clear value proposition: “Why should I stay?”
- Personal connection within first 30 days
- Simple, guided next steps
- Consistent communication (not overwhelming)

The Membership Lifecycle

Onboarding: Set the foundation

- Assign a “PCC Point of Contact” or mentor
- Highlight ways to get involved early
- Share quick wins (events, committees, networking)
- Reinforce mission + local impact
- Follow-up is key

The Membership Lifecycle

Activation: Moving from attendee to participant

- Attendance ≠ Engagement
- Create opportunities to participate
- Ask for input, not just attendance
- Make involvement visible and accessible
- Lower the barrier to entry
- Create pathways to leadership
- Foster peer-to-peer connections
- Engagement grows when members feel ownership

The Membership Lifecycle

Retention: Keeping members engaged long-term

- Strong onboarding experience
- Personalizing the member journey
- Continuously reinforcing value

The Membership Lifecycle

Advocacy: Creating champions who recruit others

- Understand the Difference
- Empower Champions
- Recruit Allies
- Support Champions

Creative Recruitment & Activation Strategies

Creative Recruitment & Activation Strategies

WHO is your target audience?

- Marketing and Advertising Agencies
- E-commerce and Retailers
- Educational Institutions
- Fulfillment Centers (3PL's)
- Government Agencies
- Printers and Mailing Service Providers



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Creative Recruitment & Activation Strategies

WHERE do find your target audience?

- U.S. Chamber of Commerce directory
<https://www.uschamber.com/co/chambers>
- Better Business Bureau: <https://www.bbb.org>
- Free local publications (newspapers, seasonal publications, real estate)
- Run a Google AI search
- LexisNexis

Provide a list of businesses in Albuquerque, NM that are fulfillment centers and put the information in an excel format with the following headers: business name, address, phone number, email, website address

Creative Recruitment & Activation Strategies

Crafting the perfect Elevator Pitch

“An *elevator pitch*, or *elevator speech*, is a short summary of a product, person, or company. A good elevator pitch is usually between 30 and 60 seconds long. Elevator pitches should be well-rehearsed, clear, and persuasive.” (<https://www.smartsheet.com/content/how-to-write-give-elevator-pitch>)



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Creative Recruitment & Activation Strategies

Elevator Pitch 1

Hi, I'm part of the Postal Customer Council. it's a USPS-sponsored group that connects industry professionals like you directly with USPS leadership. We're actually hosting a casual informational meeting this Thursday, May 7th, from 1-3 PM at Let's Meet Up Coffee on N 16th St. It's a great chance to see how PCC membership can help grow your business through educational and certification programs and networking. Here's my card—do you have one so I can send you a quick reminder? Thank you and I hope to see you Thursday!

Creative Recruitment & Activation Strategies

Elevator Pitch 2

"Most businesses spend money on shipping without realizing they're leaving money on the table. Your Milwaukie Postal Customer Council changes that — it's a free membership where you get direct access to USPS experts, exclusive promotions, and a network of industry professionals. If mail or packages touch your business, this pays for itself"

Creative Recruitment & Activation Strategies

Elevator Pitch 3 – At a loss for words, let AI help.

“ Need a 20 sec Elevator Speech about the benefits of joining my Postal Customer Council. Training, networking, best practices are things I've gained.”

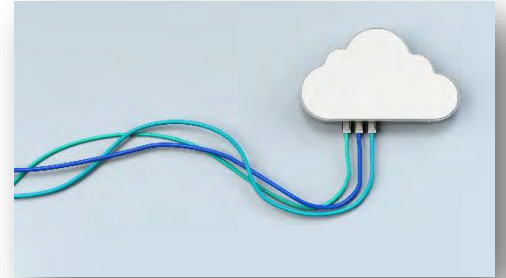
- "Hi, I'm [Name]. Joining our **Postal Customer Council (PCC)** has been a game-changer for my business. It's a direct line to USPS leadership where we share **best practices** and get insider **training** on mailing efficiencies. Plus, the **networking** with other local professionals has solved more than a few of my shipping headaches. You should come to our next meeting!"
- Would you like me to **tailor** this for a specific audience, like **small business owners** or **corporate mailers**?

Practice, Practice, PRACTICE!

Creative Recruitment & Activation Strategies

Digital Presence

- Social Media
 - PCC Voice on LinkedIn
- PCC Websites
 - Optimize for mobile
- Email Marketing
 - Build a list
 - Streamline messaging
- Eventbrite
- Local Community Events Calendars
- Craigslist



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Creative Recruitment & Activation Strategies

Programming That Resonates, Finding Your Sweet Spot

- One obvious way to Find That Sweet Spot is to review past successful programs
 - Topic, Speaker, Moment in Time

Find that place where Exclusive Insider Access and Tangible Business Growth lives.

- Operational “Behind-The-Scenes”
- Mail/Ship Clinics
- Round Tables
- Strategic Incentive Workshops
- Direct Effect Partnerships

Creative Recruitment & Activation Strategies



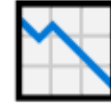
The Same Few People

A handful of volunteers carry all the weight — burnout is real.



Roles Exist on Paper

Titles are assigned, but responsibilities are vague or overlapping.



Engagement Drops Off

Members join but drift away — no clear way to contribute.

Creative Recruitment & Activation Strategies

Three Pillars of Meaningful Roles



Clear, Defined Responsibilities

- Every role has a written scope
- No ambiguity, no overlap
- Members know exactly what they own



Meaningful Committee Work

- Committees drive real initiatives
- Not ceremonial — action-oriented
- Board members get true leadership experience



Engagement By Design

- Roles matched to member strengths
- Active participation is structural
- Members show up because they matter

Creative Recruitment & Activation Strategies

The Result

✓ Higher member retention

📅 Stronger, more consistent events

🤝 Deeper USPS partnership outcomes

🌱 A growing pipeline of engaged leaders

Start today: Audit one committee. Define the role. Match the right person.
Find me after — happy to share our role descriptions!

Mentorship

Question

**Do you/did you have a PCC
mentor/mentee?**

Why Mentorship Matters

For Mentees

- Accelerates professional growth through guidance and shared experience
- Expands networks and exposure to new opportunities
- Builds confidence to pursue new roles and leadership responsibilities

For Mentors

- Gains fresh perspectives from emerging professionals
- Strengthens leadership and coaching skills
- Experiences the satisfaction of helping others succeed and advance

“One of the most rewarding parts of my career has been seeing people I’ve mentored grow into new opportunities and leadership roles.”

Overview of Leaders Connect

- Collaborative effort between PCCAC, MTAC and AIM
- Working in coordination with the USPS and various industry trade associations
- Designed to create opportunities for seasoned professionals in every aspect of the business to grow both personally and professionally
- Connecting leaders of today and tomorrow
- Fosters retention of expertise in the industry as today's mentees become tomorrow's mentors

For more information visit <https://leadersconnectusa.org/>

Overview of Direct Effect

- Collaborative effort among academia, the print and mail industry, and The USPS.
- Academic Outreach program to teach our future marketers how to integrate mail in campaigns, the various platforms available, and best practices.
- Four Primary Offers: E-Learning & Certification, Classroom Tools, Classroom Speakers, and The Direct Effect Innovation Challenges



Direct Effect and PCC

- Introduce the program to your PCC academic members, and invite their students to your PCC
- Introduce the program to local schools, and then to your PCC
- For more information visit <https://www.directeffectinnovation.com/welcome.htm>



Engagement Tactics

Key Considerations

What to weigh before choosing your PCC event format



Audience Reach

Local members only vs. regional or national participation



Budget & Cost

Venue, catering, AV equipment, platform licensing fees



Tech Readiness

Member comfort level with virtual platforms and tools



Engagement Goals

Networking depth vs. broad information distribution



Event Purpose

Training, awards, legislative updates, or member drives



Staff Capacity

Volunteer bandwidth to manage logistics and tech support

What Works and What Doesn't

For a PCC to successfully grow and maintain high engagement, pivot from a purely informational body to a value-driven community. Success is found in providing exclusive, tangible benefits businesses cannot get elsewhere.

What Works: High-Impact Engagement

- Plant/Facility Tours
- Professional Certifications
- Leverage National PCC Week
- Practical Educational Seminars
- Collaborate

What Doesn't: Common Pitfalls

- Lack of Actionable Content
- One-Way Communications
- Stagnant Meeting Schedules
- Ignoring Small Business

The Heart of PCC: Our Members



Passion

Driven by a genuine love for the postal mission and community



Commitment

Showing up year after year to serve, connect, and grow



Impact

Creating real results for the mailing & shipping industry

Let's Celebrate!

Spotlight the people who make PCC great – dedicated members who show up, step up, and deliver every single day.

Hook & Energy Builder

- Open with bold energy — grab the room immediately
- Acknowledge this as a spotlight moment
- Set the celebratory, upbeat tone right away

Recognition Highlights

Special Awards & Honors

[Award Name Placeholder]

Outstanding contributions to PCC

Individual Achievements

[Member Name Placeholder]

[Achievement Placeholder]

Chapter / Group Milestones

[Chapter Name Placeholder]

Reaching new national benchmarks

Years of Service

[Honoree Name Placeholder]

[X] Years of Dedicated Service

Measuring Success & Action Planning

Measuring Success & Action Planning

Key metrics to track beyond headcount

- Why measure meetings? Identifies costs, benefits and blind spots.
 - Attendance Rate
 - Agenda Usage
 - Timeliness
 - Participation Rate
 - Action Item Completion
 - Meeting ROI

Measuring Success & Action Planning

Member satisfaction surveys: what to ask and when

What to ask

- General satisfaction
- Meeting times, frequency, and duration
- Barriers to participation (in-person and virtual)
- Ideas for Improvement
- Topics of most and least interest
- Opinions of events

When to ask

- Bi-annually
- Before or after large events
- Before or after new initiatives
- Before or after a major change

***Remember: an effective survey is pointless without action**

Measuring Success & Action Planning

Monitoring engagement health

- Track attendance trends over time
- Measure participation (not just presence)
- Monitor new vs. returning members
- Identify drop-off points
- Use feedback to adjust strategy

Turn Data into Action

- Set simple engagement goals
- Review metrics regularly (monthly/quarterly)
- Adjust programming based on insights
- Share results with leadership
- Continuous improvement mindset

Measuring Success & Action Planning

Personal Commitment: What is one thing you would like to implement in the next 30 days?

Questions?

Thank you!