



*Regional Update*

*Volume 2016 Issue 4*

## Regional Spotlight

### UMAPP Outreach to Member Prospects

Two years ago, UMAPP Executive Director Sue Selseth wanted to market UMAPP to the member prospects she received monthly from PPAI. "I thought more could be done from the office side to reach out to these prospects," explained Sue. "I worked with the Executive Board to find money in the budget since this was being done towards the end of the year and there wasn't a line item in the current budget. Then, I contacted PPAI's Marketing department (my contact is Dee Horne) to develop the message and design a mailer for us."

Now Sue is reaching out to prospective members in a quick, inexpensive way—with a 6" x 9" postcard that strongly sells UMAPP. The oversized postcard lists the attributes of belonging to a local, regional association in addition to more specific features of UMAPP and its member benefits. There are no special offers, but a strong message about the value of belonging to a local promotional professionals association.



- Advocate Strong
- Network Often
- Learn More
- Earn Respect
- Save Big
- Get New Ideas

### The UMAPP Advantage

We are here to help you elevate your business, protect your investments and enjoy the security that comes with being a UMAPP member.

When it comes to elevating your business, it makes sense to align yourself with a strong association to support you in your growth.

That's why nearly 600 distributors and suppliers in the Upper Midwest (Minnesota, Iowa, North Dakota, South Dakota and western Wisconsin) turn to UMAPP.

[www.umapp.org](http://www.umapp.org)  
[www.facebook.com/umapp](https://www.facebook.com/umapp)

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**Opening Doors:** UMAPP delivers impressive interactive networking events that serve as a backdrop for those important business conversations.

**Growing Professionally:** Industry topics and more are covered through the sessions delivered during detailed education events throughout the year. Plus, earn continuing education units towards promotional products certifications MAS and CAS.

**Showcasing Products And Ideas:** Three times a year, UMAPP delivers opportunities to showcase products. These events feature trustworthy national and regional suppliers, drawing the largest attendance of any industry trade show in the region.

**Providing Daily Support And Services:** Membership information is available at [umapp.org](http://umapp.org) and through the association's Navigator newsletter, published six times per year.

[www.umapp.org](http://www.umapp.org)  
[www.facebook.com/umapp](https://www.facebook.com/umapp)

**We Deliver  
Excellence**

Sue Selseth, Executive Director  
Tel: 651-734-9767 • Fax: 651-734-9110  
[umapp.sue@comcast.net](mailto:umapp.sue@comcast.net)

***How many marketing hours (approximately) were used to develop the card?***

UMAPP had several re-branding and marketing projects going on at the same time, so this project was not specifically set out apart from the others, but Dee and I think that four hours would be a fair estimation of what it took to create the postcard. UMAPP gave specific goals and ideas for the card and PPAI Marketing delivered in a short amount of time with few changes needed.

***Does the look/feel of the card tie into the look and messaging on the UMAPP website, membership materials, etc., or is it a standalone?***

A couple of years ago, PPAI Director of Marketing Keith Vincent and his department assisted UMAPP in developing a new look and a consistent branding message. The postcard mimics the look and feel of UMAPP's new branding initiative which has been incorporated into our website, our e-blasts via Constant Contact and in every marketing message.

***How many cards were printed at what cost?***

We ordered 250 double-sided, full-color, oversized postcards (6" x 9") for approximately \$1 each (with tax \$276 total).

***Do you only mail the cards?***

No, I also handed out stacks of the postcards to our supplier Board members to give to customers while on sales calls. What I've found is that even if a distributor company is a current member, many of the sales reps our supplier Board members were meeting with were unaware that the company was even a member, or they were unaware of the benefits of being a member. The postcard helped to open up a discussion between the supplier Board member and the distributor sales reps about what UMAPP offers. For nonmembers, it did the same. It has been a win-win for both UMAPP, the distributor companies and their reps.

In addition to mailing out the postcard to prospects, I also upload the e-mail addresses into our Constant Contact e-mail database. So, these prospects also receive UMAPP's e-blasts about upcoming events, the *Navigator* newsletter and announcements.

At first, I mailed one postcard to each prospect one time, but I have just started mailing a repeat postcard to the companies previously contacted so that the prospects get multiple “touches”—this is another way to get UMAPP’s name in front of these companies on a consistent basis.

***What kind of traction are you getting from these—how many contacts have joined, or at least come to an event?***  
I don’t specifically track the success of the postcard, or the e-blasts, but I have noticed there are more nonmembers attending our events than in previous years and more distributors are joining throughout the year, or expressing interest in learning more about the association. Getting UMAPP’s name out to these companies on a repeated basis should result in more members over time.

***Anything else you’d like to share?***

Another way UMAPP is reaching out to nonmembers is through an initiative developed by current UMAPP President Paula Coomer. She created a committee comprised of supplier Board members to host presentations about UMAPP to nonmember companies. These presentations done primarily in the outlying areas of the UMAPP’s boundaries are designed to educate individuals in those companies on the value of belonging to a local, regional association. Because the supplier is typically already in that area for work-related presentations, or sales calls, this is an inexpensive way to reach these nonmember companies. Our first “campfire,” as these UMAPP presentations are called, resulted in three new distributor members. A second “campfire” will be held soon.

**—Info from UMAPP Executive Director Sue Selseth**

