



# IAAND Board of Directors/Leadership Team Orientation

## Creating a membership experience



1

## This presentation answers!

What are the IAAND membership categories

- Member
- Supporter
- Student

How do we recruit members?

How do we greet members at beginning of membership year?

What are our Membership benefits?

What are non-member products and services available?

How do we communicate with segments

How do we find out why members leave?



2



# Greeting Members

Dear IAAND members,

The International Affiliate of the Academy of Nutrition and Dietetics (IAAND) is a multicultural organization consisting of over 1100 members residing all over the world! Therefore, given the nature of the organization, I would like to provide you with important information that you can keep available as a future reference.


Please take a moment and get to know your [Board of Directors Leadership Team](#). To further acquaint yourself with the IAAND's organization, I would like to introduce you to our IAAND [Country Representatives](#). IAAND has Country Representatives in over 30 countries, so we hope that you also get involved as our success depends on volunteers! For more information or to volunteer, you can let us know what you are interested in through our 2018-2019 [volunteer survey](#). Don't forget to take advantage of the [IAAND Member Benefits](#). The website has a members only section that includes the links to register for upcoming webinars as well as view previously recorded webinars, past newsletter editions, member forums, surveys, and applications or current initiatives. If you haven't yet accessed the members only side, be sure to [register](#) so you can access the members only section.

To ensure that you take advantage of your membership without interruption, please make sure that your contact information with the Academy is current. To update your information in the Academy of Nutrition and Dietetics database, go directly to the [Academy website](#). We receive our member information from the Academy database, and AODA is not authorized to make changes for its members in the Academy database.

Welcome again and congratulations! We are pleased that you chose IAAND as your affiliate. I hope you make your membership experience professionally rewarding and personally memorable.

Sincerely,  
Esther Myers, PhD, RD, LDN, FAND  
IAAND President 2018-2019

- After each membership renewal – the system sends the letter from the president.
- Membership Service Chair Works with President to update letter
- Executive Director sets up system to deliver messages




5

## Membership Benefits

### Members – Voting privileges Supporters – Non-voting

Joining or supporting IAAND offers a number of unique benefits, including:

- Access to monthly and quarterly email newsletters about current national and international happenings in the field of nutrition and dietetics.
- Links to career opportunities identified and submitted by other members
- Ability to attend IAAND events or conferences at a discount
- Access to IAAND-sponsored or organized webinars
- Eligibility for IAAND-sponsored educational stipends (\$500 to \$1000 USD per year) for members who would like to attend a food/nutrition-related conference
- Eligibility to apply for IAAND International Project Award through the Academy of Nutrition and Dietetics Foundation
- Access to professional growth and leadership opportunities, by serving as elected officers, appointed officers, or committee members; to volunteer, please email [ncc@IAAND.org](mailto:ncc@IAAND.org)
- Networking with other dietitians with interest in international dietetics



6

## Non Member Subscriptions

### Subscriptions

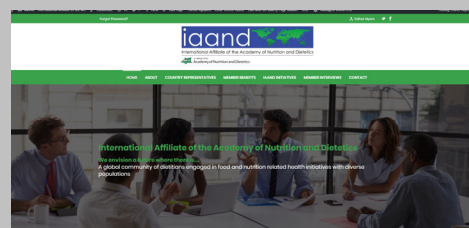
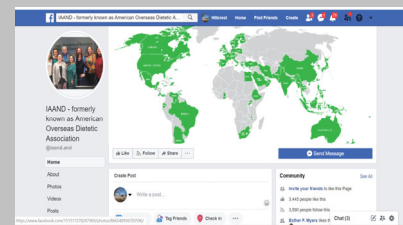
Subscriptions are available to non-Academy members interested in IAAND products. Annual subscriptions are available for webinars, newsletters, or country information sheets. Subscription levels are based on professional status (Student or RDN) and country where you live. Please see our website, [www.eatrightinternational.org](http://www.eatrightinternational.org), for more details.



7

## Communicating

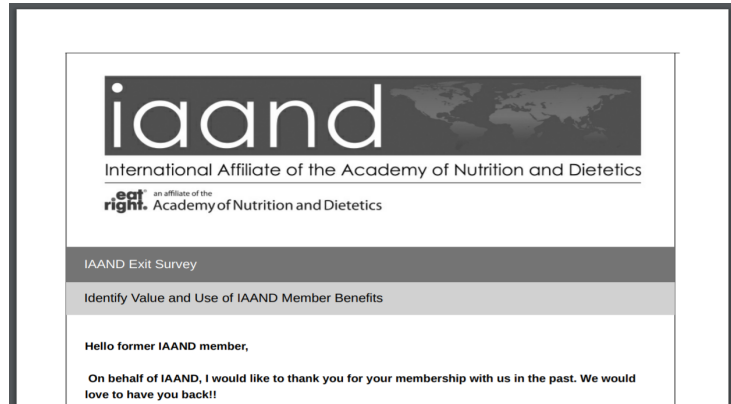
- E-Blasts, Newsletters and Passport go to all members with emails that have not opted out of receiving emails
- Student newsletters go only to student members
- Social media is open to public
- Website has public content as well as members only content (password protected)



8

## Dropped Membership-Exit Survey

- Country Representatives individual contact
- E-mail message with link to Exit Survey



9

## This presentation answered

What are the IAAND membership categories

- Member
- Supporter
- Student

How do we recruit members?

How do we greet members at beginning of membership year?

What are our Membership benefits?

What are non-member products and services available?

How do we communicate with segments

How do we find out why members leave?



10



# **IAAND Board of Directors/Leadership Team Orientation**

## **Creating a membership experience**

