



2018 Membership Renewal Season

Chapter Leader Guide



Dear Colleagues,

Every year brings an opportunity to reflect and renew. As we celebrate the success of our organization and accomplishments of the coaching profession as a whole, we also look to the future. The vision of ICF is not for the faint of heart—we want to see coaching become an integral part of the thriving society! ICF members, professional coaches, are crucial in this endeavor—and you, Chapters Leaders, are truly making it happen! We sincerely appreciate the passion and dedication that you bring to your position daily. Thank you!

Beginning February 6, we will launch our 2018 membership renewal cycle. Renewal season is a time to ensure the continued global growth of ICF while reinvigorating our members and reminding them why they made the decision to join ICF in the first place. We cannot accomplish this without you.

This guide and accompanying toolkit are designed to support you in communicating with your members about the value and benefits of ICF Membership and to inform you about ICF Global’s communications calendar for the 2018 renewal season. If you need any additional assistance, feel free to reach out to your **regional support**.

Thank you for partnering with us in engaging ICF Members in 2018.

With Gratitude,



Tracy Sinclair

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2018 ICF Global Board Chair



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Value Proposition and Branding Messages

A value proposition is a short statement that clearly communicates the value your potential client gets by using your service. It “boils down” all the complexity of your sales pitch into something your client can easily grasp and remember. Often, a value proposition also highlights your “special something”—a unique attribute your competitors can’t offer.

ICF’s value proposition statement focuses on the three things that members have identified as most important: community, credibility and growth opportunities. The most valuable things ICF offers are priceless and intangible. ICF’s credibility answers the most common challenge facing coaches: “untrained individuals who call themselves coaches.” Our value proposition also positions our most valuable assets as things that are unique to ICF: Competitors cannot provide access to the largest, professionally trained coaching community, and our credibility stems from the ICF Code of Ethics and the ICF Core Competencies.

ICF’s Value Proposition:

Affiliation with ICF provides credibility, community and opportunities for continuous growth.

Vision Statement:

Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

Mission:

ICF exists to lead the global advancement of the coaching profession.

Core Values:

- 1. Integrity:** We uphold the highest standards both for the coaching profession and our organization.
- 2. Excellence:** We set and demonstrate standards of excellence for professional coaching quality, qualification and competence.
- 3. Collaboration:** We value the social connection and community building that occurs through collaborative partnership and co-created achievement.
- 4. Respect:** We are inclusive and value the diversity and richness of our global stakeholders. We put people first, without compromising standards, policies and quality.

Tagline:

Advancing the art, science and practice of professional coaching.

What to Highlight for 2018

ICF Advance 2018:

ICF Advance events are designed for coaches, trainers and researchers who want to take their skills and knowledge to the next level. Past in-person ICF Advance events have focused on topics including cultural competence and the science of coaching. Going forward, all ICF Advance events will take place virtually. Learn more at coachfederation.org/events/icf-advance.

New Website:

In December 2017, ICF launched a new website with a more clean and user-friendly design. The website houses the Member Portal, which provides members with one place to utilize their Member Benefits, edit their profile and download their Membership and/or Credential Certificate. Visit the new website at coachfederation.org.

Archived Learning:

Members can take advantage of ICF's Archived Learning as part of their professional development and ongoing education. The Archived Learning platform is new and easily accessible in the Archived Learning navigation at the top of the Member Portal. Access the Archived Learning platform at coachfederation.org/profile/archived-learning.

2018 ICF Business Development Series OnDemand:

This year's Business Development Series runs from February 6–March 1, 2018, and delivers virtual education designed to help coaches build, sustain and expand a successful coaching business. The series will be available as an OnDemand video content following the live event. Learn more at coachfederation.org/events/business-development-series.

Growing Regional Support Structure:

In 2016, ICF introduced a new regional staffing structure designed to help our association better serve and remain connected to a growing global coaching community. Since then, the Regional Support Team has grown to 15 staff—and continues to grow in 2018 as our membership grows.

Member Experience Ambassadors respond to membership and coach credentialing inquiries as well as connect individuals with appropriate resources and sources of information. They also develop and implement strategies to enhance member engagement. Regional Development Managers and Market Development Specialists engage strategically with ICF Chapters and regional groups, working closely with volunteer leadership to identify solutions to regional challenges and opportunities for sustainable growth and development. Learn more at Coachfederation.org/regional-support.

Communities of Practice (CPs):

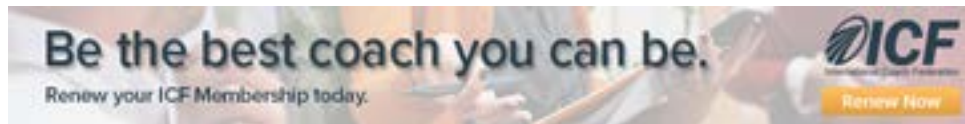
CPs provide a virtual venue for coaches with a shared interest in a specific topic to advance their professional development; deepen their subject-matter expertise; and share best practices, emerging trends, tools and tips. Each CP is steered by volunteer leaders who help facilitate learning and organize the conversations, ideas and trends that emerge from the group. CPs are designed to promote active participation from their members; sharing and discussion are always encouraged. In 2018, ICF will expand CP offerings and outputs to better serve ICF Members. Learn more about CPs at Coachfederation.org/communities-of-practice.

Marketing and Communication Support

ICF Chapter Leaders are our brand ambassadors and our most dedicated members. This is why we are committed to empowering you with the tools and information you need to communicate the value of ICF Membership to your members. We hope these communication tools will help you create a positive impact.

We have a renewal toolkit to support your chapter in communication efforts. It contains:

- Web graphics (for websites, ads and email newsletters)
- Templates for emails and news items
- Your guide to making telephone calls to Members during renewal season



DOWNLOAD TOOLKIT NOW

2018 ICF Global Membership Renewal Campaign

Be sure to mark your calendar with these key dates so your chapter can supplement with cohesive, local efforts:

February 6, 2018—Membership renewal season begins. First email sent with early renewal offer.

Action you can take: Post a customized news item on your chapter's website or blog on this date.

March 1, 2018—Second email sent.

March 15, 2018—Third email sent.

March 27, 2018—Fourth email sent with expiration notice.

Action you can take: Email members who've yet to renew and remind them of what they will lose on the local and global levels if they choose not to renew their membership for another year. Use the email template from the toolkit to give you a head start.

March 31, 2018—ICF Global Memberships expire.

April 3, 2018—Fifth email sent.

April 17, 2018—Sixth email sent.

May 1, 2018—Seventh email sent.

June 5, 2018—Deactivation of non-renewing members. Eighth email sent with deactivation notice.

Action you can take: If you have not already done so, consider contacting non-renewing members by telephone to learn about their reasons for leaving ICF and encourage them to reinstate their membership. Use the scripts provided in the toolkit. Remove all ICF Membership Renewal graphics and messaging from websites and chapter materials.

June 19, 2018—Final renewal email sent with reinstatement opportunity.

NOTE: *In the event of an urgent situation, the membership renewal email schedule is subject to change.*

Regional Support

In addition to servicing the day-to-day needs of the membership at large, ICF offers regional support to ICF Chapter Leaders during renewal season. Contact your **Regional Support Team** for assistance.