



# 2019 Membership Renewal Season

Chapter Leader Guide



Dear Colleagues,

Welcome to 2019! As we celebrate your successes and therefore the success of our Association, we also look to the future. The vision of ICF is to make coaching an integral part of a thriving society.

ICF Members will help bring this vision to life, and they can't do it without the efforts of volunteer Chapter Leaders like you. We sincerely appreciate the passion and dedication that you bring to your role daily. Thank you!

Beginning January 29, we will launch our 2019 membership renewal cycle. Renewal season is a time to support all of our members around the globe and ensure the continued global growth of ICF. It's also a time for us to reinvigorate our members with our shared passion for coaching and update them about the value and ever-growing list of benefits ICF offers to its members. We cannot accomplish this massive communications effort 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 2019 renewal season. We want to join efforts with you to make all of our members welcomed and acknowledged. That definitely applies to all of you!

If you need any additional assistance, feel free to contact your **Regional Support Team**.

Together, we are part of "One ICF"—a vibrant global coaching community that's committed to changing the world. Thank you for engaging ICF Members in 2019.

With Gratitude,



*Jean-François Cousin*

Jean-François Cousin, MCC  
2019 ICF Global Board Chair



*Magdalena N. Mook*

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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 ICF 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 2019

## ICF Converge 2019

ICF Converge is a dynamic, global event designed to strengthen connections within the coaching community and offer cutting-edge learning opportunities. ICF Global Members receive discounted registration for this event. Learn more at [ICFConverge.com](https://www.icfconverge.com).

## ICF Advance 2018 OnDemand

ICF Advance events are designed for coaches, trainers and researchers who want to take their skills and knowledge to the next level. ICF Advance 2018 was held virtually for the first time, and is the first ICF event to offer Core Competency credits for watching the session recordings and completing a learning checkpoint. The event is now available OnDemand, and ICF Members receive discounted pricing. Learn more at [coachfederation.org/events/icf-advance](https://coachfederation.org/events/icf-advance).

## 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. ICF continues to expand CP offerings and outputs to better serve ICF Members. Beginning this year, non-ICF Members are charged a fee to participate in CP programming, further establishing this resource as an ICF Member Benefit. Learn more about CPs at [coachfederation.org/communities-of-practice](https://coachfederation.org/communities-of-practice).

## ICF Learning Portal

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

## 2018 ICF Business Development Series OnDemand

The Business Development Series delivers virtual education designed to help coaches build, sustain and expand a successful coaching business. The series is available as OnDemand video content at [coachfederation.org/events/business-development-series](https://coachfederation.org/events/business-development-series).

## Evolving 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 16 staff members—all of whom are passionate about carrying out ICF's mission in the regions they serve.

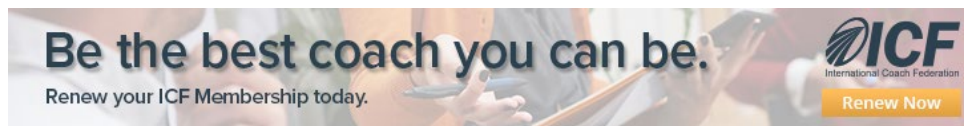
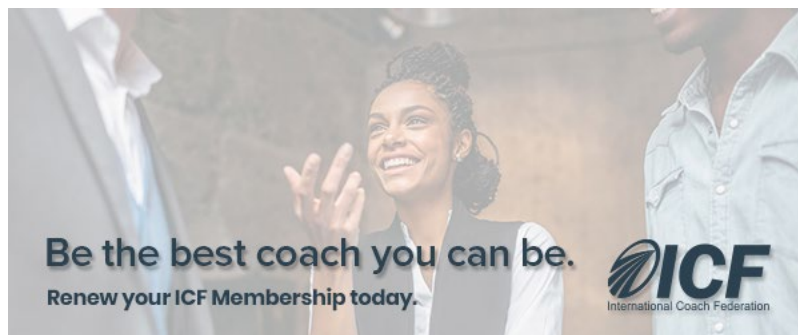
Member Experience Ambassadors respond to membership and coach credentialing inquiries as well as connect individuals with appropriate resources and sources of information. They also develop and implement strategies to enhance member engagement. Regional Development Managers engage strategically with 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](https://coachfederation.org/regional-support).

# 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**

# 2019 ICF Global Membership Renewal Calendar

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

**January 29, 2019—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, blog and/or social media channels on this date.

**March 5, 2019**—Second email sent.

**March 19, 2019**—Third email sent.

**March 26, 2019**—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 ICF Membership for another year. Use the email template from the toolkit to give you a head start.

**March 31, 2019—ICF Global Memberships expire.**

**April 2, 2019**—Fifth email sent.

**April 23, 2019**—Sixth email sent.

**May 1, 2019**—Seventh email sent.

**June 5, 2019—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, 2019**—Final renewal email sent with reinstatement opportunity.

**NOTE:** *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.