



Need more members from a key target group? The Tennessee Medical Association used a combination of communications and solicitation strategies to surpass their membership campaign goal.

PROBLEM The Tennessee Medical Association (TMA), the professional organization of physicians from throughout the state, wanted to recruit 150 new members. The first comprehensive membership drive in four years – with new messages, images and materials – was needed to reach the association’s goal.

ACTION Working with the Membership/PR professionals at TMA, Frank’s team at a Nashville agency first studied previous membership campaigns and affirmed that a one-on-one personal solicitation strategy would work best with medical professionals. After developing the campaign’s plan, which targeted new and younger physicians throughout the state, a new association tag line (“Your Eyes. Your Ears. Your Voice.”) was adopted and a variety of campaign materials – including versions of brochures for local medical society use – were created. The campaign pointedly featured younger physicians explaining how TMA and AMA dual membership had benefited them. Four educational events were held across the state to entice attendance by these potential members and facilitate relationship building with older, highly respected TMA members. The “ask” was made by senior TMA physician members after initial relationships with the newer, younger candidates were forged. The campaign occurred at a time when TMA was also airing their annual public service radio campaign raising consumer interest to issues that affect the delivery of medicine in the state. Other TMA publications, as well as a media relations strategy, also supported the effort.

RESULT The campaign exceeded expectations for new members by 183%.

