

## Target Lists

- Leverage AI to Generate target prospect list
- Chair receives list of targeted fresh prospects each week to review

## Campaigns

- eMail outreach with tailored content via multiple campaigns
- Open Rates above benchmark
- AI tested subject lines

## *Value Nurturing*

## Selection

- Chair reviews IE notes
- Chair conducts selection interview
- Chair makes membership offer

## Vetting

- Call warm prospects
- We set-up Information Exchange (IE) to assess prospects- conducted by experienced Membership Director
- Notes on prospect generated and shared with chair
- Selection interview scheduled

## Nurture

- Lead scoring to identify 'warm prospects' based on buying intent and behavior
- Personalized content to warm prospects leveraging generative AI