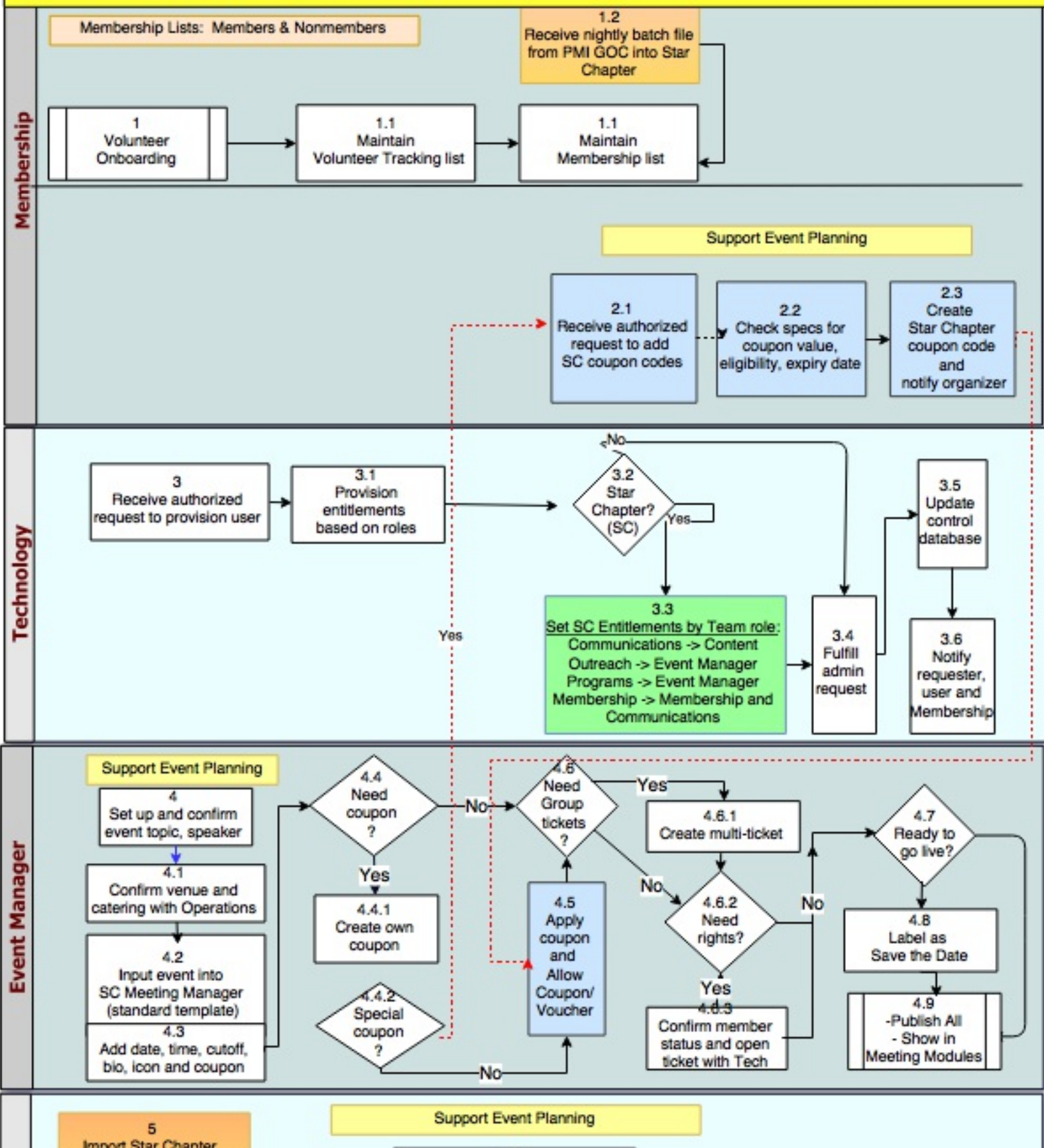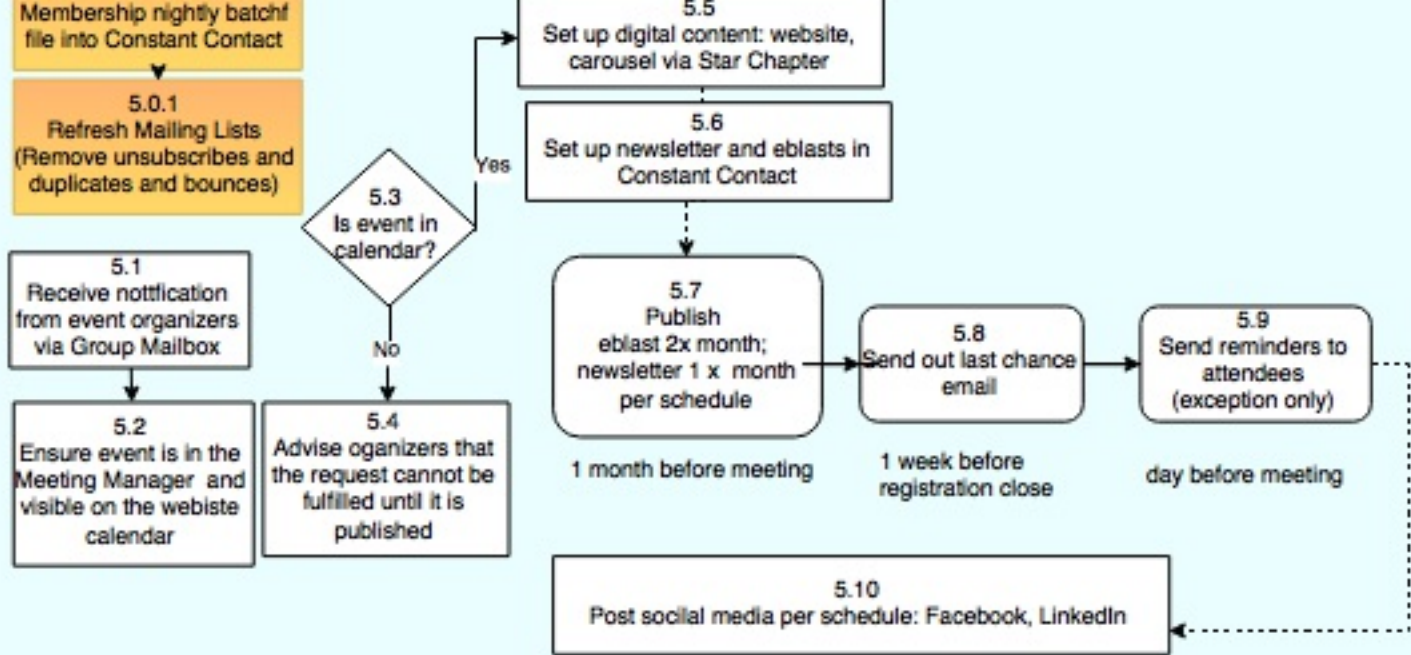# PMINYC Star Chapter Campaign Workflow 2018

SOCIAL MEDIA INTEGRATION:
Social media platform is integrated across functions in Communications and provisioned to all Chapter teams as Editors including Marketing, Membership, and Event Managers in Outreach, Programs and Symposium teams.
Note: Technology manages Access Management as Admin. All Editors can post via Hootsuite.

Membership

Membership Lists: Members & Nonmembers

1
Volunteer Onboarding

1.1
Maintain Volunteer Tracking list

1.1
Maintain Membership list

1.2
Receive nightly batch file from PMI GOC into Star Chapter

Support Event Planning

2.1
Receive authorized request to add SC coupon codes

2.2
Check specs for coupon value, eligibility, expiry date

2.3
Create Star Chapter coupon code and notify organizer

Technology

3
Receive authorized request to provision user

3.1
Provision entitlements based on roles

3.2
Star Chapter? (SC)   No   Yes

3.3
Set SC Entitlements by Team role:
Communications -> Content
Outreach -> Event Manager
Programs -> Event Manager
Membership -> Membership and Communications

3.4
Fulfill admin request

3.5
Update control database

3.6
Notify requester, user and Membership

Yes

Event Manager

Support Event Planning

4
Set up and confirm event topic, speaker

4.1
Confirm venue and catering with Operations

4.2
Input event into SC Meeting Manager (standard template)

4.3
Add date, time, cutoff, bio, icon and coupon

4.4
Need coupon?   Yes   No

4.4.1
Create own coupon

4.4.2
Special coupon?   No

4.5
Apply coupon and Allow Coupon/ Voucher

4.6
Need Group tickets?   Yes   No

4.6.1
Create multi-ticket

4.6.2
Need rights?   No   Yes

4.6.3
Confirm member status and open ticket with Tech

4.7
Ready to go live?   No

4.8
Label as Save the Date

4.9
-Publish All
- Show in Meeting Modules

Support Event Planning

5
Import Star Chapter

Communications

Membership nightly batchf file into Constant Contact

5.0.1
Refresh Mailing Lists (Remove unsubscribes and duplicates and bounces)

5.1
Receive nottfication from event organizers via Group Mailbox

5.2
Ensure event is in the Meeting Manager and visible on the webiste calendar

5.3
Is event in calendar?

Yes

No

5.4
Advise oganizers that the request cannot be fulfilled until it is published

5.5
Set up digital content: website, carousel via Star Chapter

5.6
Set up newsletter and eblasts in Constant Contact

5.7
Publish eblast 2x month; newsletter 1 x month per schedule

1 month before meeting

5.8
Send out last chance email

1 week before registration close

5.9
Send reminders to attendees (exception only)

day before meeting

5.10
Post social media per schedule: Facebook, LinkedIn

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