



## iaedp Presidents Council Benefits

- ❖ Permanent spot on iaedp™ Press Releases as part of “boiler plate” for releases year round
- ❖ Included in 50+ Press Releases focused on Symposium and distributed nationally
- ❖ Organization Logo included on the front page of the website, membership page, and Symposium virtual exhibit hall
- ❖ Recognition of President Council membership in the annual Symposium App
- ❖ Organizational listing and three complimentary individual listings in the iaedp directory and EDR membership listing online
- ❖ Individual members included in President Council membership receive full membership benefits including reduced certification course fees, access to webinars, and local chapter involvement (see individual benefits listed below)
- ❖ Complimentary Symposium Exhibit Booth with 3 registrations
- ❖ Inclusion in social media posts (Facebook / Twitter / Instagram) throughout the year
- ❖ Sized On-site Ads on Rolling PowerPoint during Special Events as recognition of being a President Council member
- ❖ Logo placement and website link in iaedp™ E-newsletter while President Council member
- ❖ Inclusion on the iaedp Foundation letterhead
- ❖ Symposium mailing list (physical address mailing list, provided one time via Excel spreadsheet)
- ❖ iaedp Membership mailing list (physical address mailing list, provided twice per year President Council member via Excel spreadsheet)  
*(Symposium benefits include one symposium per year of membership)*
- ❖ Cost per year \$10,000

## iaedp Organizational Membership Benefits

- ❖ Organizational listing and three complimentary individual listings in the iaedp directory online
- ❖ Individual members included in Organizational Membership receive full membership benefits including reduced certification course fees, access to webinars, and local chapter involvement (see individual benefits listed below)
- ❖ Listing on iaedp website as an Organizational Member
- ❖ Listing in iaedp™ E-newsletter while Organizational Member
- ❖ iaedp Membership mailing list for your state (physical address mailing list, provided one time via Excel spreadsheet)
- ❖ Cost per year \$1,500 *(complete membership form attached – 1 for the organization and 1 for each of the three individuals included in the organizational membership. Contact [info@iaedp.com](mailto:info@iaedp.com) with any questions!)*



## iaedp Academic Membership Benefits

- ❖ Organizational listing and two complimentary individual listings in the iaedp directory online
- ❖ Organizational listing on iaedp website
- ❖ Cost per year \$250 (for qualified institutions of higher learning. Complete membership form attached – 1 for the organization and 1 for each of the two individuals included in the academic membership. Contact [info@iaedp.com](mailto:info@iaedp.com) with any questions!)

## iaedp Individual Membership Benefits

- ❖ Listing in iaedp directory online
- ❖ MemberSpotlight (see more at <http://membershare.iaedp.com/>)
- ❖ Discounted certification course fees
- ❖ Discounted symposium registration
- ❖ Access to local chapters – events, networking, discounted membership

### How Effective is the Inside iaedp E-Newsletter?

iaedp™ uses a double opt-in method for its e-newsletter distribution. Current subscriptions number is approximately 2550 eating disorders professionals who receive at least 1 email a week and more during conference promotion period. We use an online provider to create and distribute our newsletter. We have compared our e-newsletter based on research our service provider analyzing over 300 million emails sent by their customers represented in 31 categories of businesses. iaedp’s sample size is 353746 . Here is the comparison:

Business Type	Open Rate	Click Rate	Bounce Rate	iaedp open rate	iaedp click rate	iaedp bounce rate
Association	18.5%	6.1%	11%	26.8%	16.1%	4.9%
Education and Services	18.6%	5.9%	15.1%	26.8%	16.1%	4.9%
Marketing/PR	11.0%	6.4%	13.5%	26.8%	16.1%	4.9%
Non-profit	20.0%	5.9%	12.3%	26.8%	16.1%	4.9%
Other	17.7%	5.4%	17.8%	26.8%	16.1%	4.9%

Data source: Constant Contact, April 12, 2011

Bounces are % emails sent but not received - Open Rate is the number of opened emails divided by the number of emails delivered - Click Rate is the numbers of click-throughs divided by the number opened. **iaedp™ does not sell its email list**

#### **What does it all mean?**

**High open rates** indicate the email content is desirable and of interest to the readers

**High click rates** indicate the reader is specifically interested in the links included in the email

**Low bounce rates** indicate the list is target specific with accurate mailing information



#### **iaedp Mission:**

**To promote a high level of professionalism among practitioners who treat individuals with eating disorders by promoting ethical and professional standards, offering education and training in the field, certifying those who have met prescribed requirements, promoting professional awareness of eating disorders and assisting in prevention efforts.**

#### **ROI: iaedp™ Focuses on Results**

The iaedp™ Foundation executes a dynamic public relations campaign to promote its annual Symposium agenda and program.

Measurement is in place to evaluate press release communications during the months leading up to the Symposium, including:

*Full-Page Reads:* How many times Internet users viewed the press release.

*Headline Impressions:* How many times the headline of our press release was viewed.

*Search Engine Hits:* How many keywords and phrases were used to find the press release.

*Media Deliveries:* Each iaedp™ news release is categorized and sent directly to thousands of relevant healthcare journalists and media outlets.

*Online Pick-Up:* Once it has been released, the iaedp™ news release is syndicated on various websites like Yahoo! News and Topix.

#### **Results Achieved in 2017:**

- Each press release had robust distribution for maximum exposure and accessibility to media.
- Each press release achieved total impressions > 90 million per release.
- Press releases also were distributed via iaedp™ social media, such as Facebook and Twitter.
- Estimated total impressions of the 50+ iaedp™ press releases distributed to date was =/< 4.0 billion.

#### **Results of Social Media:**

- Page Engagement – Promote traffic and activity on the page with specific posts on page
- Total Visitors – To the various social pages authored by iaedp™
- Develop posts that generates visitors to the website



# Membership Application

Please Print

Name: (include licenses/degrees)

Home Street Address

City, State, Zip

Cell Phone including area code

Email Address (required)

Employer

Occupation

Work Street Address

City, State, Zip

Work Phone

Ext.

Work Fax

Has there ever been any ethical, legal, fraud, misrepresentation or professional malpractice claim, etc. brought against you? This includes any current investigations or disciplinary action pending. (must check one):

Yes  No

Have you been denied a professional license, certification, registration, or permit?

Yes  No

Have you voluntarily surrendered or resigned any professional license, certification, registration or permit?

Yes  No

If you answered yes to any of the above, please explain (use additional pages if necessary – include dates, claims, and outcomes):

By signing below, I do attest that the information provided on this application is true and correct to the best of my knowledge. I am aware the iaedp™ Foundation does have the right to request additional information from me should it be needed and iaedp™ also reserves the right to refuse any application for membership.

Signature

Date

## Annual Membership Dues

Individual \$195

Organizational \$1500

Full-Time Student Member \$75\*

First Year Chapter Member \$125

\*Must have official documentation of semester hours.

Please Print All Information

Total Membership Fees: \$ \_\_\_\_\_ Chapter Joined (if applicable) \_\_\_\_\_

Type of Credit Card:  VISA  MasterCard  American Express  Discover

Account Number: \_\_\_\_\_ Expires \_\_\_\_/\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Billing Address: (include street, city, state and zip)

Signature

Date

Complete and return by email to [info@iaedp.com](mailto:info@iaedp.com), fax to 800-800-8126, or mail to P.O. Box 1295, Pekin, IL 61555