

2021 ELISA MEMBESHIP GOALS:

5,575 Insider Members

- Refer a friend
- 3 month free trial membership
- Entrepreneurial networks
- Upgrade option on the portal and mobile app

11,150 Gateway Members

- Grow the list contacts in the ELISA contact database
- Send weekly newsletter
- Personalized member invitation emails to contact database
- Social media posts promoting free ELISA membership
- Build a phone app to make it easier for members to join
- Building project pages for luminaries and high visibility members
- Creating luminary features
- Engage business schools
- Confabs to draw interest in membership

	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
5,575 Insider Members	0	0	600		1500		3475	
11,150 Gateway Members	100	150	1750		3750		5550	