

Membership Recruitment Committee

Composition: 3 - 5 members

Meets monthly

The Membership Recruitment Committee creates and keeps active a continual program of membership recruitment. This committee should well understand that in every chapter there is a continual turnover in membership from ten to 15 percent. A chapter with 50 members can expect to lose from 5 to 8 members per year due to moving, changes of business connections, deaths, etc.

A chapter cannot stand still in membership recruitment, or it will "fall by the wayside." If a chapter is to grow, there must be a planned approach. A successful membership plan must have realistic goals, both immediate and long range.

Set goals

The minimum optimum chapter membership is thirty. If your chapter's membership is below this number the committee should make immediate plans to reach 30 and maintain it.

If the chapter has thirty or more members, its objective should be to reach the "Golden 50 Chapter" with 50 active members. If the chapter has fifty or more members, its objective should be to reach the "Diamond 75 Chapter." If the chapter has seventy-five or more members, its objective should be to reach the "Century 100 Chapter."

Remember, the larger your chapter is, the more people your chapter can help. MEMBERSHIP IS THE KEY.

Prepare a plan

With goals set, prepare a plan and keep the idea of membership recruitment continually before the chapter members.

Work out contests, divide the members into teams. Work out a point system for bringing guests, signing up a member, attendance of regular members, etc. Run for two months, not over three. Give tangible reward(s) for the winning team. If help is needed on this, contact the AMBUCS™ Resource Center (336) 869-2166 or fax (336) 887-8451 for details on contests.

Work up planned reminders for newsletters and give to newsletter editor for publication. Keep goals, incentives, progress before the chapter at all meetings, using charts or other visual aids.

Ideas for recruiting new members

- Build a prospect list of new members by asking chapter members for names of friends and acquaintances in specific classifications, or in firms in the city not represented in the chapter. For reference, use the yellow pages of the telephone book.
- Set chapter policy (i.e. each new member is to bring in a new member within 90 days after induction).
- Obtain list of "aging out Jaycees" and set up a special program to tell the AMBUCS™ story to these people. Some chapters have taken their orientation program to the Jaycee Meetings for presentation.
- Get a list of move-ins from the Chamber of Commerce or Welcome Wagon.
- Promote an expansion night, stage a party in cooperation with the Big Hat Club. Invite eligible prospects as guests. Assign one member as host and sponsor. Have the orientation committee tell the story of your chapter and invite guests to join. Be sure chapter banner is on hand with luncheon badges worn by members and guest badges for prospects. Leave no doubt in the minds of guests which chapter meeting they are attending.
- Tie chapter promotion into national programs, such as:

Branding Time	Spring Roundup
Blue Chip Program	Big Hat Club

Sell each prospect

How does an AMBUCS™ member sell a prospect on joining? Remember the basic reasons for joining:

- A. **Service.** It is significant through your service chapter that a person is able to make a contribution to the community. Individually people are limited...with a group "Shoulders Together" anything is possible. (Recall your chapter's community service projects, AmTrykes, and the AMBUCS™ Scholars scholarships-for-therapists program.)
- B. **Personal Growth.** The opportunity to work with others, to learn different ways of solving problems, and to hear informative programs, are all ways to promote personal growth and knowledge.
- C. **Friendship.** The opportunity to meet and become friends with other men and women of the community with whom he or she might never have become acquainted except through the chapter.

Use these ideas as basic reasons why a person should join your chapter. Now, get the AMBUCS™ literature into their hands. Then invite them to a chapter meeting. Be sure an interesting program is scheduled. Introduce them to as many members as possible. Talk to them in general about chapter projects, social affairs, programs, speakers,

Big Hat Club, AMBUCS™ Scholars-scholarships for Therapists, etc. Get members to shake guest's hand at close of meeting, and invite them back again.

Presenting Member Application Form 126

When the prospects know what AMBUCS™ stand for, they will be ready for your invitation to join. (See "How to Recruit a New Member" in this section.) Present additional literature along with the application for the prospect to sign. Get the admission fee and the signed application from the prospect. Submit these to the chapter president or chairperson of the Membership Recruitment Committee. Let the prospect know the applications must also be approved by the chapter's board of directors and their names published in the newsletter.

Membership Eligibility

The chapter's Membership Committee should be given the application to consider and act upon at once. When the application has been approved by the board, notify the newsletter editor to run the prospect's name in the chapter newsletter for two weeks. If there is no objection and upon board approval, the president should notify the prospect in writing of acceptance as a member, that the application (form 126) has been sent to AMBUCS™ Resource Center and that he or she will be inducted at an early meeting.

At this point the job of the Membership Recruitment Committee is completed and the new member becomes the responsibility of the Orientation Committee.

This committee will see to it that each is inducted by the president into the chapter in a brief, formal ceremony and presented with a pin, a new member folder, New Member luncheon badge to be worn from four to six weeks and advised when the next orientation meeting will be held.

Welcoming Committee

The National Big Hat Club recommends to each chapter's Big Hat Club that each assume the responsibilities of the Welcoming Committee. If your chapter has a Big Hat Club, sell it on assuming these responsibilities.

During the first month after a new member joins, the member and spouse should be thoroughly welcomed into the chapter by fellow members. Every spouse is interested in what their mate has joined. In the following procedure the spouse likewise will be welcomed:

Three Big Hat members and their spouses can be designated for six months to call on each new member and spouse during the first month or six weeks after becoming an AMBUCS™ MEMBER. The call should be a short (20-30 minutes), friendly get-acquainted visit. Many questions about the chapter can be answered easily at this time. After three such calls, the new member and spouse will know this is the friendliest chapter in town. The new AMBUCS™ MEMBER spouse will not be a stranger when attending the first chapter social.

NATIONAL MEMBERSHIP PROGRAMS AND AWARDS

Blue Chip Chapters

The National Blue Chip Award program encourages chapters to maintain an active growth in their community throughout the full chapter year from June 1 to May 31.

A membership growth goal is assigned each chapter at the beginning of the AMBUCS™ year. It is based upon chapter size and is called "Blue Chip Goal." Goal assignments are detailed in the Awards Guideline. Any chapter who reaches 100% of its goal each May 31 is a Blue Chip chapter.

Blue Chip Chapter Awards

A chapter which reaches 100% of its assigned goal by May 31 receives a Blue Chip banner medallion at the national conference in recognition of its achievement.

The top ten chapters who reach the highest increase over 100% will each receive a Top Ten banner medallion at the national conference.

Reaching Blue Chip rating each year is a healthy sign of growth. Having a net increase of two to five members each year requires effort and planning. For example: a 50 member chapter will have a normal loss of 5 to 8 members during the year. Losing a maximum of 8 members and obtaining a net increase of 5 means that 13 new members must be recruited, or a minimum of one per month.

Membership Promotion

Invitation to.....

(Dinner, Lunch, Breakfast) program is a major membership and community public relations program designed for March or April. It is a great way to wrap-up the year, recognize a local therapist, and achieve some positive visibility. In this section are instructions on how to organize this very effective promotion.

Spring Roundup March 1 - April 30

Spring Roundup is a membership promotion time when special awards and scorecard points are given for a chapter's net growth.

#1 Cowpoke-During Spring Round Up, the president of each chapter with a net growth of five new members is designated a #1 Cowpoke and receives a certificate. Transfer and reinstated members count toward #1 Cowpoke credit.

Boots and Branding Iron—Each AMBUCS™ MEMBER who roundsup (sponsors) a new MEMBER during Spring Roundup receives a boot pin. Two new members, two boots. For every third new member recruited, the sponsor earns a branding iron pin, so 3 new members earns the sponsor, two boots and a branding iron; 6 new members, 4 boots and 2 branding irons. (Transfer members do not count towards boots and branding irons.)

New AMBUCS™ rounded-up during Spring Roundup also count for Big Hat credit. Big Hatters continue to win stars, as well as boots and branding irons for their Big Hats.

Branding Time

October 1 - November 30

In the fall months chapters begin to pick up their activity in programs and socials. It is an excellent time to be bringing in new members, and involves them with the increased activity easily.

Top Spread Chapter—Every chapter who has a net increase of five new members during Branding Time is designated a Top Spread chapter. Transfer and reinstated members count toward Top Spread credit.

Trail Boss—The president of each Top Spread chapter is designated a Trail Boss and receives a certificate.

Spurs and Branding Iron—Each AMBUCS™ MEMBER who brands (sponsors) a new MEMBER during Branding Time receives a spur pin. Two new members two spurs. For every third new member recruited, the sponsor earns a branding iron, so 3 new members earns the sponsor two spurs and a branding iron; 6 new members 4 spurs and 2 branding irons. (Transfer members do not count toward spurs and branding iron pins.)

New AMBUCS™ branded during Branding Time also count for Big Hat credit. Big Hatters continue to win stars, as well as spurs and irons for their Big Hats.

Big Hat Club

Membership in the Big Hat Club is earned by securing three new members within a 12 month period. A new member is one who has never been an AMBUCS™ MEMBER and pays the full admission fee. A record of credits is carefully maintained at the AMBUCS™ Resource Center.

Transfers do not count toward Big Hat credit. Credit is granted for signing charter members in new chapters.

Transfer of credits is not permitted to allow an AMBUCS™ MEMBER to become a Big Hatter. The original sponsor shown on Form 126, Report of Membership Activity, shall receive the credit.

Additional Awards - also see

Awards Guideline.

Golden Fifty Chapter—For chapters being 50 members strong on May 31. First time winners receive a round, gold banner medallion.

Diamond 75 Chapter—For chapters being 75 members strong on May 31. First time winners receive a diamond-shaped banner medallion.

Century 100 Chapter—For chapters being 100 members strong on May 31. First time winners receive a round banner medallion.

Merit, Honor, and Superior Chapter—Membership increase and achieving Top Spread or Blue Chip status during the year add points to the scorecard toward achievement of Merit, Honor, or Superior Chapter.

Fifty Percent Growth Award—This award is given to any chapter which increases its membership by fifty percent during the chapter year. To qualify, the June 1 membership is compared to May 31 of the following year. Only Blue Chip records are used. Banner medallions are given to winning chapters at the national conference.

Double Up Award—This award is given to any chapter which doubles its membership during the chapter year. To qualify, the June 1 membership is compared to May 31 of the following year. Only AMBUCS™ Resource Center Blue Chip records are used. Banner medallions are given to winning chapters at the national conference.

SUPPLIES

See the supplies catalog for a variety of brochures, pamphlets, and other materials which are available to assist you in developing an active membership program in your chapter.

Also available is a 14 minute video tape *Welcome to Excitement* designed to tell the AMBUCS™ story in a dynamic way.

Your chapter should have the video set Recruitment Round Up. It consists of two twenty minute videos focused on recruiting and retention of members. It comes with an excellent book on recruiting techniques as well.

Your chapter secretary should have a copy of the supplies catalog. If your secretary doesn't have one, you may obtain it from the AMBUCS™ Resource Center (336) 869-2166 or fax (336) 887-8451.

GETTING MEMBERS TO INVITE FRIENDS

The chapter that has a constant flow of guests will have a constant flow of new members. If the flow has slowed or stopped in your chapter, analyze the problem,

what to say when asking a person to join. For instance, you have probably heard a member say, "What do I say to a prospective member?" In reality he knows why he is an AMBUCS™ MEMBER but to put it into words is something else.

Often, members don't feel confident or fear being turned down when asking a person to join. What is forgotten is that the member was pleased when someone asked him or her to become an AMBUCS™ MEMBER, but not remembering this, he or she also does not realize or understand that anyone invited will feel honored to have been asked.

The Membership Recruitment Chairperson's job is to remind and sell these ideas to chapter members who have never secured a new member. The chairperson should have available for distribution an ample supply of brochures; *Get to Know AMBUCS*, *Friends*, and *Application Form 126*. The *Seven Steps to Recruitment* is also another great tool to use throughout the whole year.

The following script may be helpful to members.

"Sally, I am a member of AMBUCS™. We meet on Tuesday and I would like you to be my guest at next week's meeting. Here's some literature about AMBUCS™ and what we do. I would like you to become a member, but not until you have had a chance to meet our members and learn how we help our community. After the meeting, if what you've seen appeals to you, I'd like you to become a member. Incidentally, the admission fee is x and the dues are x per x which includes meals."

Using this method prepares your guest. When the meeting is over all that needs to be said is, "Sally, I hope you liked what you saw, for we enjoyed having you."

More often than not the response will be positive which leaves the host with this obvious answer.

"I am delighted you want to join my chapter."

Incidentally, coach your members that during the introduction of their guest, never to add, "I hope she's going to join." This is undue pressure and most embarrassing.

The Enid chapter has a system for introducing guests which is used without fail. If the guest is a prospective member, this phrase precedes the guest's name:

"I want to introduce my guest and a guest of the chapter."

This introduction alerts the members to take a second look at the prospect.

Who should you ask?

I. Membership Requirements

- A. Can afford to belong.
- B. Will attend orientation meeting after introduction.
- C. Will serve and participate on a committee of his choice.
- D. Will try to attend a minimum of 50% of weekly meetings and 50% of socials for year.

- E. Can schedule personal time for benefit of the chapter when necessary.

Describing your chapter

- I. Mission: AMBUCS™ is dedicated to creating independence for people with disabilities. This is done nationally by providing AmTrykes, the therapeutic tricycle and scholarships for junior, senior, and graduate college students majoring in physical, occupational, or speech pathology, hearing audiology. It is supported completely by member's contributions.
- II. Community Service Project: State your chapter's mission, what your chapter has done, is doing, and is planning to do in your community. Mention that all the chapter members have an opportunity to vote on the project.

To carry out the project there is one major money-raising campaign in which all members participate in some way. There's no assessments or door-to-door sales.
- III. Programs: The Program Committee provides excellent, informative speakers for each meeting.
- IV. Fun Chapter: The applicant can make new friends and will be invited to socials and other functions to have a good time.
- V. Chapter Operation: You may want to tell the potential member how your chapter is run in a simplified manner.

·Run by the board and its committees

·Each member participates on a committee of choice

·All chapter business conducted by the board at its monthly meetings and reported to the chapter by committee chairpersons

INVITATION TOPROGRAM

Invitation to what?

To whatever suits your chapter best. The objective is to hold a major event to which prospective members are invited with the express purpose of recruiting them for AMBUCS™.

It is an opportunity to:

Help others!

Achieve chapter growth!

Expand visibility!

Enjoy one another!

Gain recognition!

Although this program is addressed as Invitation To Dinner, it can be an Invitation To Lunch or Invitation To Breakfast. Design it to best fit your chapter and community environment. It is a program which has proven to be effective in achieving growth and visibility goals. It can provide a revitalization and new enthusiasm for any chapter, and establish a foundation for your chapter's growth.

The "Invitation To Program" is a great way to capitalize on the visibility you have gained during "February Is National AMBUCS™ Month." If you were successful in February, many people in your community should have a new awareness of AMBUCS™—who we are and what we do! And they will probably be open to an invitation to find out more.

A successful program requires some advance planning, and involvement by the entire chapter. It is certainly the kind of effort in which all the members can actively participate.

Success will provide national awards recognition for the chapter and chapter president, and individual recognition for each AMBUCS™ MEMBER who sponsors a new member.

The plan

The plan provides for a valid prospect list of friends and acquaintances of AMBUCS™. Only prospects who have chapter approval are invited with a formal invitation. The sponsor should not avoid or put off inviting a prospect he or she has recommended. The prospects are advised in advance that they will be invited to join during the program. The program and meal should be positive, enthusiastic, festive, and enjoyable. The prospects will hear the full AMBUCS™ Story by a team of chapter members, and/or watch the 14 minute video *Welcome to Excitement*. Prospects will be asked to come forward and become AMBUCS™. Spouses of AMBUCS™ and prospects are invited to share in the occasion.

Preparation

- Allow about one month's lead time for planning and preparation.
- Sell the chapter on the program.
- Assign committee functions and responsibilities.
- Develop a time schedule of events.

Membership Committee duties

The Membership Recruitment Committee should make the following arrangements:

- Select a private dining room large enough to comfortably accommodate the anticipated number of attenders. Select a menu and plan it as a sit-down meal. The chapter should agree to pay for the guests' meals, with AMBUCS™ going 'Dutch.'
- Set a date, being careful it does not conflict with other community events.
- Develop a budget to support the project
- Set a goal of the number of prospects to be invited. Order the following materials—as needed—from the AMBUCS™ Resource Center, PO Box 5127, High Point NC 27262 (336) 869-2166 or fax (336) 887-8451.

Invitations AMBUCS™ literature

Name badges

Program shells

- Provide program details to other chapter committees as required.
- Request time at the next two chapter meetings. Pass out slips of paper to each AMBUCS™ MEMBER; ask them to sign their name at the top; then to list the names and addresses of two, three, or four friends or acquaintances they recommend for membership.

Collect the slips and advise the members that normal procedure for approving new members has been set aside, temporarily. Be sure that the chapter board has acted upon this in advance. Read the names of all prospects proposed. If any member objects to a prospect, ask them to raise their hand. With no questions asked, this name is set aside until the objector and sponsor can discuss the prospect in private. After all names are read, all those not objected to are automatically approved for membership—if they come to the dinner and accept the invitation to join.

- Mail the invitation and an AMBUCS™ brochure to each prospect at least two weeks before the dinner.
- Divide the prospect list among Membership Recruitment Committee members. Have them call the sponsors frequently to be sure they follow-up and invite their prospect to come. This is one of the most important keys to success.
- Finalize attendance estimates and advise the restaurant or caterer. Consult with the chapter president and decide on a team of AMBUCS™ to present the AMBUCS™ story. The maximum time allotted to each speaker is five minutes. The team should rehearse at least twice so that each team member knows what the other team members are going to say. Critique the performance to insure a smooth, coordinated presentation. The last speaker is the sales closer. Try to use a competent salesperson; some-

one who has no trouble looking at each guest, answering any questions they may have, and then asking each to come forward for induction.

Speaker scripts

Speaker scripts are included on the following pages. It is suggested you use AMBUCS™ video program *Welcome to Excitement* in conjunction with, or instead of the speakers as described in the preceding paragraph. *Welcome to Excitement* is a dynamic video presentation which tells the AMBUCS™ story in an exciting and informative way. The video can be ordered for \$10.00 from AMBUCS™ Resource Center.

Agenda

The chapter president, who will preside at the “Invitation To Program”, should be consulted and the program agenda developed. See the agenda format on page 16, and modify it to suit your requirements.

If a cocktail time is planned, do not allow it to exceed 45 minutes just prior to dinner. Start the dinner program on time, and close it on time.

Provide the prospect list to the Reception Committee, so they can plan to greet the guests by name.

Develop the program outline and see that the program covers are properly printed.

Although other committees are involved, this program is primarily a Membership Recruitment Committee responsibility. FOLLOW-UP. . FOLLOW-UP!

Publicity Committee

The Publicity Committee should prepare a concise, informative news release for submission to local media such as the newspaper, radio, and television. Follow-up by telephone to generate positive interest.

Invite city/community officials, and media personnel to attend the “Invitation To Dinner” as guests of the chapter.

To avoid possible embarrassment, do not publish the prospect list in the chapter newsletter or other publicity materials.

Arrange for photos to be taken at the event. Prepare an article about the program, and submit with photos to the local media.

Reception Committee

The Reception Committee should prepare name badges for guests and spouses. Be sure name badges for AMBUCS™ and their spouses are available and worn.

Plan to have the committee members arrive early and greet each guest warmly. They should become familiar with guests' names (and their sponsor) ahead of time.

Induction

It is suggested you use the Induction Ceremony which is located in the *Chapter Officer's Monthly Planner*. The ceremony should be committed to memory, and should be delivered in a sincere and impressive manner. Reading it is definitely not impressive.

Model Agenda for Invitation To Program

Materials

Speaker scripts and a *Supply Order Form 1142* are on the following pages. Use the supply order form to order invitations, name badges, program shells, placemats, or AMBUCS™ literature.

Assistance

If you need assistance, or have questions, contact your district governor, regional director, or the AMBUCS™ Resource Center (336) 869-2166.

The timing on this model agenda is designed for an Invitation To Dinner program. If you are conducting an Invitation To Breakfast or Invitation To Lunch program, adjust the times accordingly.

- Time
- 6:00 pm Social time (end promptly at 6:30 pm)
 - 6:30 pm Call to order
 - Pledge of Allegiance led by _____
 - Invocation by _____
 - 6:33 pm Meal (serve promptly)
 - 7:00 pm Introductions
 - Introduce yourself first, then ask each AMBUCS™ MEMBER to introduce spouse, guest, and guest's spouse.
 - 7:08 pm Speaker #1
 - 7:10 pm Speaker #2
 - 7:15 pm Speaker #3
 - 7:20 pm Speaker #4
 - 7:25 pm Speaker #5
 - 7:30 pm Speaker #6
 - 7:45 pm Induct new members
 - Call forward first those guests whom you know plan to join tonight. List names below:
 - _____
 - _____
 - _____
 - _____
 - 7:45 pm Recognize special guests and media.
 - 8:00 pm Adjourn

— or *Welcome To Excitement* video

If using video, follow with two speakers who can convey, emotionally, their excitement and commitment to AMBUCS™.

Speaker #1 (Chairman)

Introduction

Suggested time: 3 min.

- A. Time and place of meetings.
- B. Recommended dues structure of x dollars per month/quarter, which includes:
 - Meals
 - District & national dues
 - AMBUCS™ Magazine*
 - Chapter expenses
- C. Admission fee of \$25.00
- D. Requirements for membership:
 - 1. Must be sponsored for membership by an AMBUCS™ MEMBER.
- E. "The individuals who will speak to you will tell you why they like being AMBUCS™ and what it offers every new member. We hope you in turn will like what you hear, and become a part of this chapter."
- F. Introduce next speaker, who will speak on the History of AMBUCS™ and give an explanation of the organization's structure.

Speaker #2

Brief History Of AMBUCS™

Suggested time: 3 min.

- A. Founded May 18, 1922, Birmingham, Ala., by William L. White who selected the name. The mission is Creating Independence for People with Disabilities. The motto is "Shoulders Together." The name, AMBUCS™, prompted the creed: Americanism, Brotherhood, Character.
- B. Eight chapters were built the first year. Today AMBUCS™ is a national organization with all chapters in United States - proud of being Americans. The organization is run by members.
- C. Today there are 6 regions and 30 districts.
- D. Hold a 1-day Regional Fall Conference, business and social, including spouses. Elect regional director every two years.
- E. Hold 1-day Regional Spring Training Conferences to train newly-elected chapter officers.
- F. Governors responsible for health of chapters.
- G. Regional directors responsible for governors and new chapter building in the region, serve on National Board of Directors, the policy-making body.
- H. National conferences held in July in different parts of the U.S. so families can travel and have a fun vacation at conference. AMBUCS™ learn, chapters receive awards for past year, elect national officers - president, president-elect, vice president.
- I. AMBUCS™ Resource Center in High Point, N.C. Modern facility donated by High Point AMBUCS™.
- J. Give brief personal remarks on what AMBUCS™ has meant to you and what you have gained by attending conferences.

Note to Speaker

Put into words what you think and feel. Don't be ashamed to be a little emotional. Tell it like it is..."this I have seen"... "this I know"...

Speaker #3**Opportunities Unlimited In
AMBUCS™ Through Friend-
ship**

Suggested time: 5 min.

- A. Average individual limited in contacts he/she can make. Travels a repeated small circle of business acquaintances 8 hours a day, 300 days a year.
- B. Has many acquaintances, but only a few close, personal friends. In most cases works and socializes with same people. (Give examples of how AMBUCS™ broadened your acquaintances since joining.)
- C. By joining AMBUCS™ a person meets a cross section of community life—people in different businesses, knowledge broadened, circle of friends enlarged. We are interested in you. Spouse meets other spouses, makes new friends. Chapter becomes common ground for joint family interests.
- D. Interest in working “Shoulders Together” bonds the members. Really get to know one another in projects. Have fun. Make new lasting friendships.
- E. Socials with spouses and friends (give examples), picnics with families, etc.
- F. Interchapter activities such as joint meetings, bowling contests, golf, trips to sporting events, ski trips, for example.
- G. Big Hat Club. Opportunity to continue to build chapter with acquaintances with whom you like to associate. How:
 1. Bring in 3 new members in 12 months.
 2. Qualifies you to join Big Hat Club.
 3. Fun chapter within the chapter.
 4. Show distinctive, western style hat with gold star for each member.
 5. Special events at conferences for Big Hatters.
- H. Give examples of close friendships you made after joining AMBUCS™.

Speaker #4**Opportunities for
Personal Growth**

Suggested Time: 3 min.

This chapter is run on a committee structure by you. Every member serves on one committee of choice. Working and fulfilling responsibilities on committees open up the many opportunities for personal growth. We all want to grow and be better than we are today.

- A. You will gain an understanding of others working and serving on our projects.
- B. Learn to sell your ideas on a committee of your choice.
- C. Learn how to organize and plan on committees.
- D. Learn how to speak and perform easily among your peers.
- E. Have opportunity to become an officer in your chapter. Assume and discharge positions of leadership in chapter, district, region and national.
- F. You will grow in knowledge, stature and ability as you participate and contribute your talents to the chapter.
- G. Give brief accounts of what AMBUCS™ has meant to you in your personal growth.

Note to Speaker

Put into words what you think and feel. Don't be ashamed to be a little emotional. Tell it like it is...“this I have seen”...“this I know”...

Speaker #5

Opportunities For Service In The Community

Suggested time: 5 min.

- A. Local Chapter Community Service Project
1. Selected by the chapter. AMBUCS™ recommends one major project carefully selected which really needs to be done. (Give examples of projects.) Must get acquainted first. Also, Community Service Committee needs time to find right project.
 2. Service to the community for civic good, payment of individuals' "civic rent" by contributing time and effort to support project. (Give example).
- B. Local chapter money-raising project, to support community service sponsorship, recommended as an annual means of raising money to support the local sponsorship. Too many wear members out.
- C. National Projects—AmBility and AMBUCS™ Scholars-scholarships for therapists.
1. Give brief history of how each started.
 2. Total scholarships awarded to date: over 10,000. Total money to date: over five million dollars.
 3. Average contribution is over \$50.00 per member.
 4. Mission: Creating Independence for People with Disabilities.
- D. Living Endowment
1. Means to support National Projects.
 2. Instead of asking for \$1,000, the members are asked to voluntarily contribute the interest of \$40 per year, or that portion thereof which they wish to contribute.
 3. Voluntary - some chapters contribute as a chapter instead of individually. 100% chapters give \$40 per member per year.
 4. New chapters and new members are asked to contribute when they are ready to do so.
- E. Closing - through your chapter you can pay your "civic rent" by being of service. Tell what being an AMBUCS™ MEMBER means to you.

Speaker #6

Summation, Questions, Invitation, Induction

Time: 2-3 min. for closing, 5 min. for questions

- A. Sum up purpose of meeting. You have heard what being an AMBUCS™ MEMBER can do for you:

1. Friends
2. Personal Growth
3. Opportunity to Serve

You have heard how you can get a whole new outlook on life and have fun doing it. We know we will change your life, and we know it will add zest to it and you will be better for having joined.

- B. You are a select group invited here because an AMBUCS™ MEMBER thought enough of you to want to share his or her friends with you.

In a few minutes those of you who are not already AMBUCS™ are going to be asked to join. The most common response to this question is, "I really don't have any questions, but I'd like to think it over." I ask you, what is there to think over? You have been asked here by a friend who is an AMBUCS™ MEMBER. Do you need to think it over if you want to associate with them on a chapter and social basis? You have heard us speak of our involvement in helping provide scholarships for therapists, a person who may be called upon to help us or one of our loved ones at any time. Do you need to think over how you would feel about helping them? You have heard us speak of what we have done for (name your local charity). Do you think you need to think over if you feel good about helping those less fortunate than yourself? You have heard us all tell how we have grown personally and expanded our group of friends through our membership in AMBUCS™. Do you need to think it over if you would enjoy this experience?

Finally, I would ask you if you have ever heard anyone say, "I'm sure happy I didn't get involved with chapter work and community betterment." I would venture to say that you would hear it about as often as you will hear someone say, "I'm sure glad my parents didn't make me stick to those piano lessons." I know personally I wish I could play the piano. My parents tried to make it possible, only I was "too busy."

So when you are asked to join us, please say, "Yes." I guarantee you that you will look back in the years to come and say, "I'm sure glad I didn't say 'I'm too busy,' or 'I want to think it over.'"

—over

- C. We like you and we hope you like us, but before we ask you to come forward to be sworn in by (name), I want to be sure all your questions have been answered. (At this time ask each guest, individually, what questions have been answered, ask each to come forward, then go on to the next until each guest has been given an opportunity to come forward. You may ask the sponsor to stand behind the guest while he or she is inducted.) Sponsors may be asked to put the charter pin on the lapel of their respective members. Ask all AMBUCS™ in the room to stand while the members are inducted.
- D. Invite all AMBUCS™ to come forward and welcome new members before adjourning.
- E. Pass out new member packets. Request each new member to read contents.

Note to Speaker

Put into words what you think and feel. Don't be ashamed to be a little emotional. Tell it like it is... "this I have seen"... "this I know"...

Tell about AmTrykes and AMBUCS™ Scholarships for therapists program and Living Endowment with pride so that new members know about it. Point out that this is the "cement" which holds all AMBUCS™ together - our "National Cause." All contributions are voluntary.

HOW TO PLAN A MEMBERSHIP CONTEST

A good membership plan can be involved or it can be quite simple. Whichever it is, it must be well explained so it is well understood.

The plan must motivate and the elements of motivation may be positive, with rewards for teams and/or individuals, and it may contain negative elements of motivation such as monetary penalties or minus points for individuals and/or teams.

Any plan to be successful must be ballyhooed, hawked and sold.

Use any or all of the elements listed below for your membership contest:

1. **A time limit.** Two months...three months...May 31st.
2. **A goal.** Blue chip...Golden 50...Diamond 75...Century 100, or a specific number of new members.
3. **Teams** with designated captain and co-captain for each. Divide the chapter into 2 or more teams.
4. **Minimum goal set per team.** Ascertain total number needed to reach membership goal and divide by number of teams for minimum quota per team.
5. **Points** established to figure score. Include points for attendance, guests, new members, etc. May include subtracted points if team has no guests present, etc.
6. **Rewards for winning team.** Steak dinner, party, etc., for winners, including spouses, at the expense of the losers.
7. **Reward for individual members** bringing the most new members, 1st, 2nd and 3rd. (AMBUC shirts, coffee mugs, caps, etc.,)
8. **Penalties.** May be monetary, \$5 or \$10, for member who does not get a new member, or for team that does not scratch with at least one new member.
9. **Publicity.** A big chart for the meeting room to show team progress. Short paragraphs for the newsletter editor on which team is moving. Special mention of individual members at the meeting and in the newsletter.
10. **Fun.** Select a fun theme such as famous football or baseball team names, horse race, etc., and carry theme through in the contest. Use ideas and gimmicks to keep the members off balance and enthusiasm high at each meeting. (Some chapters have used a goat, or two rabbits, or two hamsters, with a member caring for animals until securing a new member.)

TEN STEPS TO BLUE CHIP

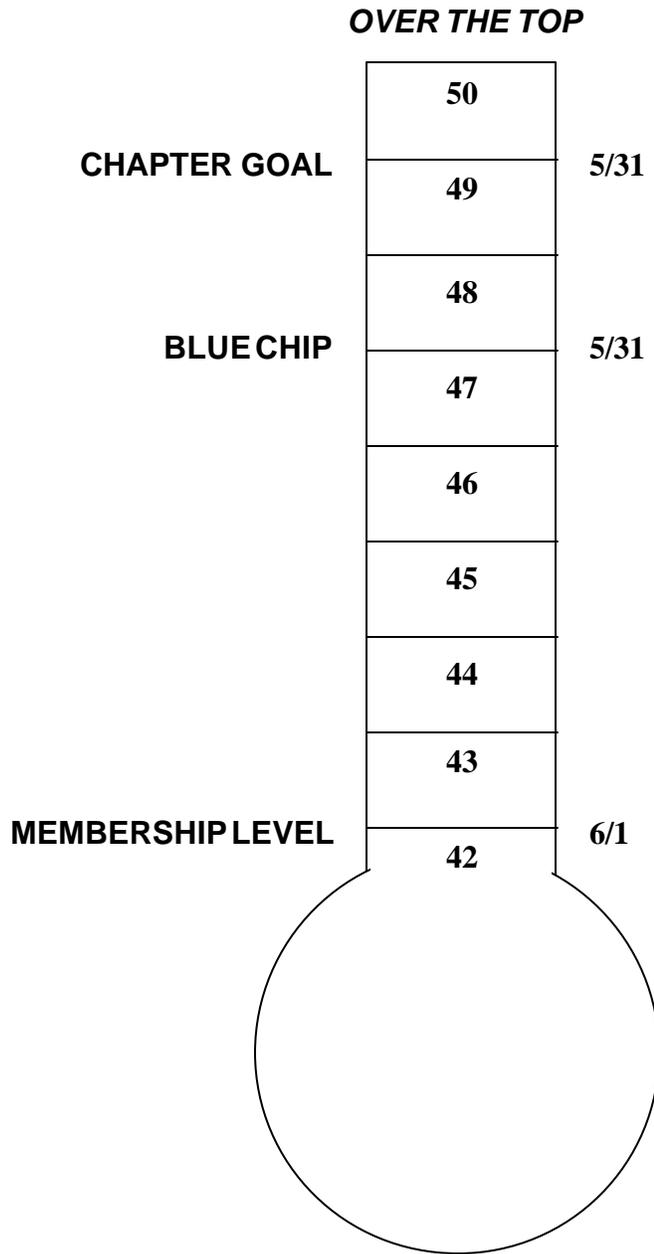
1. Prepare a poster like the one page 24, and post it in a conspicuous place at all meetings.
2. Divide the membership into teams.
3. Establish goals and rewards for accomplishment.
4. Get each team to commit for one new member in each of the next two months. Teams should establish deadline dates, and bonus points for early achievement.
5. Get the name of each guest each team plans to invite.
6. Get date guest will be invited to attend.
7. Membership Recruitment Committee calls each team before the meeting to remind of commitment.
8. Have best salesperson in the chapter give a five minute pitch to prospects. Tell why prospect should become a member and that you want each in the chapter.
9. Ask the guest to join. Have *New Member Application Form 126* ready.
10. Post additions to chart before meeting closes, and make a pitch for more guests at the next meeting.

Have fun and make it happen!!

SEVEN STEPS TO RECRUITMENT

1. Establish Contact
2. Generate Awareness
3. Arouse Interest
4. Follow Up!
5. Ask for commitment
6. Now follow up Again!
7. Retention. Follow up one more time!

The seven steps to recruitment sample letters are available as a sample pack or on disk (\$3.00) through the AMBUCS™ Resource Center 336-869-2166 or fax 336-887-8451.



Note: Space the thermometer increments to fit you chapter's membership goals. Recommended poster size - at least 16" x 20".

OFFICE USE

Order Entry No.

BE BLUE CHIP

How to Recruit a New Member

Who Should You Ask?

You should ask any person whom you think can fulfill the membership requirements:

- A. Can afford to belong.
- B. Will attend a orientation meeting after joining.
- C. Will serve and participate on a committee of his/her choice.
- D. Will try to attend a minimum of 50% of scheduled meetings and 50% of socials for the year.
- E. Can schedule personal time for benefit of the chapter when necessary.
- F. Believes in the AMBUCS™ mission *“Creating Independence for People with Disabilities”*

What Should You Say?

The following script may be helpful to you.

“Sally, I am a member of AMBUCS™. We meet on Tuesday and I would like you to be my guest at next week’s meeting. Here’s some literature about AMBUCS™ and what we do. I would like you to become a member, but not until you have had a chance to meet our members and learn how we help our community. After the meeting, if what you’ve seen appeals to you, I’d like you to become a member. Incidentally, the admission fee is \$x and the dues are \$x per x which includes meals.”

Using this method prepares your guest. when the meeting is over all that needs to be said is, “Sally, I hope you liked what you saw, for we enjoyed having you.”

More often than not the response will be positive which leaves the host with this obvious answer. “I am delighted you want to join my chapter.”

Incidentally, coach your members that during the introduction of their guest, never to add, “I hope she’s going to join.” This is undue pressure and most embarrassing. The Enid chapter has a system for introducing guests which is used without fail. If the guest is a prospective member, this phrase precedes the guest’s name. “I want to introduce my guest and a guest of the chapter.” This introduction alerts the members to take a second look at the prospect.

What Should You Ask Your Prospect?

You must find out what the prospect wants from their membership. The three most common reasons are; service (the mission), business contacts (networking), and making new friends (social). Ask questions until you are certain what your prospect wishes to receive from their chapter affiliation. Then, use that reason when introducing the prospect to your chapter members.

For instance, “This is Susie, she’s interested in our AMBUCS™ chapter because she just opened a new widget repair service, and she hopes to expand her business contacts. Help me make Susie welcome in our chapter.”

How Should You Describe Your Chapter?

A. Mission: AMBUCS™ is dedicated to creating independence for people with disabilities. This is done nationally by providing scholarships for junior, senior, and graduate students majoring in physical, occupational, speech pathology, and hearing audiology. It is supported completely by member’s contributions. Also, by many chapters providing AmTrykes, the therapeutic tri-cycle, and sponsoring Before the Fall, the bathroom safety program for senior citizens.

B. Community Service Project: State your chapter’s mission, what your chapter has done, is doing, and is planning to do in your community. Mention that all the chapter members have an opportunity to vote on the project. To carry out the project there is one major money raising campaign in which all members participate in some way. There’s no assessments or door-to-door sales.

C. Programs: The Program Committee provides excellent, informative speakers for each meeting.

D. Fun Chapter: The applicant can make new friends and will be invited to socials and other functions to have a good time.

E. Chapter Operation: You may want to tell the potential member how your chapter is run in a simplified manner.

1. Run by the board and its committees.
2. Each member participates on a committee of choice.
3. All chapter business conducted by the board at its monthly meetings and reported to the chapter by committee chairpersons.

What Happens After They Say Yes?

Each chapter should have an established pattern for processing the applications of proposed members and each member should have a copy and be familiar with the procedure. The following is a composite of patterns followed by several AMBUCS™ chapters. It is in the form of an explanation to the members.

1. Secure the signed application and admission fee from your prospect.
2. If your chapter uses a board approval process, the name of your applicant is given to the board for approval.
3. The applicant should be notified of acceptance by the Membership Recruitment chairman. The chapter president or secretary should write a letter of congratulation and welcome to the new member.
4. The applicant is inducted into membership by the president in a formal ceremony before the chapter members.
5. The new member fills out a committee preference sheet and chooses a committee to serve on.
6. You, as the sponsor, pay special attention to the new member. Find out why they joined and insure that the chapter delivers on the new members’ needs and wants.