



AASC's 10th Anniversary Member-Get-a-Member Campaign

Recruiting Tips

Tip #1 Keep the AASC website bookmarked on your computer so that you can refer potential members to it in emails – www.servicecoordinator.org.

Tip #2 Have a stack of membership applications at your desk for easy access. You can print them from the AASC website, or send an email to mburns@servicecoordinator.org and she will email you a copy.

Tip #3 Be sure your membership certificate is proudly on display to catch the eye of nonmember colleagues.

Tip #4 When discussing membership with someone, listen for clues as to what they look for in a professional society. Stress those member benefits that meet their needs!

Tip #5 Follow-up is key. Don't just give a recruit an application and hope it's filled out and sent in. Politely follow up with your recruits to see if they have mailed the application. Inquire if they have additional questions.

Tip #6 Personalize the recruiting process. It may help to let your recruit(s) know what you find most valuable about your AASC membership. It may be something that they never even thought of needing and now you're letting them know that they can get it through AASC.

Tip #7 If your recruit's hesitation is financial, point out to the recruit the many ways being an AASC member can save their employer money. Members save money on registration fees for conferences, webinars and can download the AASC Program Manual for free!

Tip #8 Invite your nonmember colleagues to the next AASC Chapter meeting. Most chapters allow nonmembers to attend at least one meeting at no charge.