



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

Who is a potential member?

What sets AASC apart from other organizations is its focus. AASC is the **ONLY** professional association that is dedicated to enhancing the service coordinator profession.

AASC's name says 'service coordinator,' but its membership comes from all walks of the supported housing industry – service coordinators, community managers, housing directors, quality assurance supervisors, public housing executive directors, ...

- **Your coworkers involved in serving your residents**
- **Local college graduates in social work**
- **Nonmembers who attend local networking events**
- **Your counterparts in the private sector**
- **Former AASC members – a lot has changed since they've been away!**

Once you have identified potential members, share your AASC story!

Know the Benefits

You joined AASC for a myriad of reasons...to keep up-to-date on news and developments in the profession...to gain access to a variety of continuing professional education offerings...to move forward in your career...to build a personal network...whatever your initial reason for joining was, you now know that you are part of a tremendous national network of professionals working to advance the service coordination profession.

Go to the AASC website—www.servicecoordinator.org—and familiarize yourself with these pages:

- AASC Member Benefits
- AASC Membership Application
- AASC Membership Brochure

Show Your Enthusiasm

Share your firsthand accounts of how your AASC membership has been a great investment in your career. Share with potential members why you initially joined, how long you have been a member, the people you have met, activities in which you have participated, and how they can join.

Recruit via Email, Phone or Face to Face

A quick call, a conversation at a meeting, or an email. We know your time is valuable, but in as little as five minutes, you can share your AASC story.

Follow Up

Following up with potential members is just as important as the initial contact. Again, a quick call or email to see if they have sent in their AASC membership application (or applied online) or if they have any questions.

Thank Them

The personal touch goes a long way. Sometimes all it takes is to ask and someone will say yes. Be sure to thank them for considering AASC membership. And, by all means, a **BIG THANK YOU** if they join!