

WSCAI MEMBERSHIP DRIVE

Run time from 4/1/22 to 9/30/22

HERE'S HOW IT WORKS:

- ▶ **1 point** for bringing any valid prospective new member to the Chapter for consideration

▶ **Qualification Criteria:** An email introduction to Michelle with the prospective member

- ▶ **3 points** for each new member
- ▶ THE PERSON WITH THE **MOST POINTS WINS!!**

PRIZES:

- ▶ **First Place** is \$500 in cash gift cards announced at the Awards Gala on November 4th.
- ▶ **Monthly Prize** of \$50 for the winner of each individual month for the duration of the contest



WASHINGTON STATE CHAPTER
community
ASSOCIATIONS INSTITUTE

VISIT US AT: WSCAI.ORG

RECRUITING NEW MEMBERS TO WSCAI IS SIMPLE!

Follow these tips to help guide you along the way:



Talk About Membership Benefits.

The more familiar you are with **our benefits**, the better equipped you will be to share them!



Identify Prospects.

Think about your network and identify those who could benefit most from WSCAI. When you gain new contacts, ask them if they're a member of WSCAI.



Focus on Needs.

Ask questions to gauge what benefits may be valuable to WSCAI prospects and align WSCAI's benefits with their needs.



Provide Testimony.

Provide genuine examples of how your membership has helped you.



Follow Up.

Check back with them to see if they have joined.