

Tools For Growing

YOUR MEMBERSHIP

IT IS IMPORTANT THAT EACH CLUB WORK CONTINUALLY TO BUILD MEMBERSHIP. THERE IS A NATURAL ATTRITION WITH CLUB MEMBERSHIP, AND AN ONGOING EFFORT TO ADD NEW MEMBERS IS VITAL SIMPLY TO MAINTAIN THE PRESENT LEVEL. IN ADDITION, MEMBERSHIP DEVELOPMENT IS IMPORTANT BECAUSE IT PROVIDES THE FOLLOWING:

- New revenues for the club
- More resources and talent available to the club
- New vitality and fresh ideas
- Future leadership

Not only is a larger, more diverse membership good for the club, but it also provides additional value for each club member.

1. HOW TO SOLICIT NEW MEMBERS

Nothing is more valuable than one-on-one contact with prospects, particularly when the person representing the club is a professional peer or personal friend.

The following procedures will facilitate personal contact:

1. Distribute the prospect list to all club leaders (officers, committee chairs and board members) and ask each to identify whom they know and whether their relationship with the individual is personal or professional.
2. Cross-reference your current members with the prospect list and determine if there are any relations (agency/client, agency/media, etc.).
3. Recruit club leaders and members who have contacts to assist the membership committee by (a) making the membership recruitment call or (b) arranging for a club representative to make the

call. Method “a” is preferable only if the club leader or member is well-versed on club activities and membership benefits/services. If not, use method “b.” Every current member who assists in recruiting new members should be rewarded and recognized at club meetings and/or in the newsletter.

4. In addition to using personal and professional connections to arrange membership recruitment meetings, the cold call can work. Match members with prospects based on industry segment and professional level. Matching does not mean that a newspaper salesperson who is a member should visit a non-member salesperson at a competing newspaper. In fact, this could be a disaster. Instead, matching means identifying the membership committee member who could have influence with the prospect based on what he or she does and for what company. For instance, an agency media buyer could exert considerable influence on a non-member television salesperson.

5. Once matching is completed, assign each member a specific list of prospects to contact. Also indicate a deadline for accomplishing the task. The successful committee members can be assigned additional prospects. Sometimes, incentives such as awards or recognition are helpful. Remember, committee members are a sales force.

6. Committee members should call or write prospects to arrange a meeting. Whether a membership recruitment meeting is achieved through professional/personal contact or through a cold call, the following procedures should be used:

- Once the meeting is arranged, attempt to tailor the membership recruitment presentation to the needs and interests of the targeted prospect. (Benefits for various prospective groups are provided.) Try not to talk about club activities or benefits/services that have no relevance to the prospect. Try to determine the prospect's "hot button" and focus the presentation around it. Sometimes only one area of club operation will be of importance to the prospect. The person making the call needs to know this and emphasize it in the presentation.
- Be sure to conclude the sales call by asking the prospect to join. Oftentimes, people write the check on the spot.
- Leave behind a membership brochure, application and any other pertinent sales tool utilized by your club. (Outline provided.)
- Write a follow-up letter recounting the membership activities and benefits/services addressed during the meeting and enclose a membership application.
- Check in regularly with the person by phone, note or e-mail and make sure he/she is aware of club operations in areas relevant to his/her interests.
- If the meeting was arranged through professional/personal connections, see to it that the person who has the connection calls the prospect and reiterates the sales pitch.

2. DEFINING REASONS TO BELONG

In addition to keeping members informed and getting them involved, the club needs

to provide specific reasons for someone to belong and pay dues.

People need to know what they will get from their club membership. In answering the question, the club needs to remember that people join any organization for one reason or a combination of three reasons: altruism, professional/personal advancement/value and/or recognition. Therefore, the benefits for joining have to be communicated to appeal to one of these three motivating factors.

Intangible benefits are typically the most important reasons for joining. The club must effectively package and communicate the reasons for belonging.

3. HOW TO PROSPECT

An extensive and up-to-date prospect list is the most valuable membership recruitment tool. Ideally, the prospect list should include key people from every advertiser, agency, media company and advertising service company in the area. Freelancers should also be included. In addition, prospect lists should include college seniors who are studying advertising or a related field.

The following are sources from which the club's prospect list can be developed:

- Recently resigned members
- Non-members who attend club programs and/or events
- Non-members who participate in the ADDY® Awards competition
- Chamber of Commerce membership list
- Yellow Pages
- List brokers
- Non-members identified by current members
- Individuals identified by monitoring local media for business news

4. TARGETING YOUR MESSAGE

Once you have identified your prospect list, organize the names into interest groups.

Your message should be targeted specifically to each group.

Listed below are some natural target groups. Provided on the next page is a list of membership benefits. Following that, the benefits are matched with the appropriate target groups to which they apply.

In tailoring your message to each group, you should choose the benefits that are most appealing to your targeted prospect(s).

TARGET GROUPS

- Advertising agencies
- Advertisers/clients
- Media and suppliers
- Creatives
- Marketing directors
- Educators
- Students
- Young professionals
- Freelancers
- Small business/sole proprietors
- Web/Internet/dotcoms/technology

5. MEMBERSHIP RECRUITMENT IDEAS

- Conduct a “New-Member Day” program and offer current members a reduced membership price if they bring a new member.
- At each meeting, ask members to write the name of a prospective member on the back of their business card. Collect cards and conduct a drawing for a prize.
- Conduct a new-member contest. Each month, award prize(s) to the current member(s) who recruit the most new members.
- Send prospects a letter of invitation and two free luncheon tickets. Send two tickets so the prospect doesn't have to come alone and is able to bring another prospect.
- Establish a “club information center” at all club meetings, which includes a bulletin board and a table featuring club publications and membership applications.

- Secure membership discounts with local merchants and restaurants and promote these savings to prospect members.
- Encourage members who are relocating to identify another representative from their company to join the club.

6. MEMBERSHIP BROCHURE

Each club should provide a membership brochure to prospective members. This is an outline and a template for a membership brochure:

Cover

- Name and Positioning

Inside

- Mission Statement
- Benefits of Membership
- Information on AAF:

As a member of your local advertising club, you are a member of the American Advertising Federation (AAF). As the “Unifying Voice for Advertising,” the American Advertising Federation (AAF), headquartered in Washington, D.C., with a Western Region office in Newport Beach, Calif., is the trade association that represents 50,000 professionals in the advertising industry. AAF's 130 corporate members are advertisers, agencies and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 210 college chapters.

The AAF's objectives are accomplished by the following initiatives:

- Advertising Hall of Fame
- Advertising Hall of Achievement
- ADDY® Awards
- AAF National Conference
- Government Affairs Conference
- Great Brands Campaign

- Most Promising Minority Students Program
- Mosaic Awards & Multicultural Resources Expo
- NSAC: College World Series of Advertising
- Principles & Recommended Practices for Effective Advertising in the American Multicultural Marketplace

Application Form

1. Name:
2. Address:
3. Phone/fax/e-mail:
4. Job title:
5. Company:
6. Years in the business:
7. Age:
8. Gender:
9. List committees, along with a brief explanation of each, and ask the prospect to check area(s) of interest.

7. THE BENEFITS OF MEMBERSHIP

The following is a listing of ad club membership benefits. This list can be used as a presentation in its existing form, or it can be tailored to fit your club. Certain benefits will be more appropriate to different prospects.

Ad club membership allows you to do the following:

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Interact professionally and personally with local industry leaders through the ad club's programs and events.
- Benefit from club participation in the industry's only grassroots legislative network providing an effective lobbying coalition, which opposes taxes and restrictions on advertising.

- Enjoy professional development through club meetings and events.
- Take advantage of exclusive club benefits provided by the AAF such as discounts on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.
- Receive recognition for accomplishments and industry contributions.
- Participate in public-service initiatives that directly impact the well-being of the local community and enhance the public's perception of our industry.
- Participate in programs that encourage high industry standards and elevate consumers' perception of the ad industry.
- Become involved in advertising education for students who have an interest in an advertising career.
- Improve opportunities to recruit talented and experienced professionals to your business or organization.
- Learn about career and job opportunities in the advertising industry.
- Take advantage of discounts on ADDY® Awards entries.
- Obtain access to new-business prospects.

8. BENEFITS OF MEMBERSHIP FOR EACH TARGET GROUP

Advertising Agencies

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Interact with local industry leaders through the ad club's programs and events.
- Benefit from club participation in the industry's only grassroots legislative network providing an effective lobbying coalition, which opposes taxes and

- restrictions on advertising.
- Receive discounted rates to the AAF National Conference, which draws over 800 decision makers from all segments of the advertising industry — advertisers, media, agencies and service providers.
- Enjoy professional development through club meetings and events.
- Take advantage of exclusive club benefits provided by the AAF such as discounts on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.
- Receive recognition for accomplishments and industry contributions.
- Participate in public-service initiatives that directly impact the well-being of the local community and enhance the public's perception of our industry.
- Participate in programs that encourage high industry standards and elevate consumers' perception of the ad industry.
- Become involved in advertising education for students who have an interest in an advertising career.
- Improve opportunities to recruit talented and experienced professionals to your business or organization.
- Take advantage of discounts on ADDY® Awards entries.
- Obtain access to new-business prospects.

Advertisers/Clients

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Interact with local industry leaders through the ad club's programs and events.
- Benefit from club participation in the industry's only grassroots legislative network providing an effective lobbying

- coalition, which opposes taxes and restrictions on advertising.
- Receive discounted rates to the AAF National Conference, which draws over 800 decision makers from all segments of the advertising industry — advertisers, media, agencies and service providers.
- Take advantage of exclusive club benefits provided by the AAF such as discounts on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.
- Enjoy professional development through club meetings and events.
- Receive recognition for accomplishments and industry contributions.
- Participate in programs that encourage high industry standards and elevate consumers' perception of the ad industry.
- Become involved and active in advertising education for students who have an interest in an advertising career.
- Improve opportunities to recruit talented and experienced professionals to your business or organization.
- Take advantage of discounts on ADDY® Awards entries.

Media and Suppliers

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Receive discounted rates to the AAF National Conference, which draws over 800 decision makers from all segments of the advertising industry — advertisers, media, agencies and service providers.
- Interact with local industry leaders through the ad club's programs and events.
- Enjoy professional development through club meetings and events.

- Participate in public-service initiatives that directly impact the well-being of the local community and enhance the public's perception of our industry.
- Become involved in advertising education for students who have an interest in an advertising career.
- Improve opportunities to recruit talented and experienced professionals to your business or organization.
- Take advantage of discounts on ADDY® Awards entries.
- Obtain access to new-business prospects.

Creatives

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Enjoy professional development through club meetings and events.
- Receive discounted rates to the AAF National Conference, which draws over 800 decision makers from all segments of the advertising industry — advertisers, media, agencies and service providers.
- Receive recognition for accomplishments and industry contributions.
- Learn of career and job opportunities in the advertising industry.
- Take advantage of discounts on ADDY® Awards entries.

Marketing Directors

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Benefit from club participation in the industry's only grassroots legislative network providing an effective lobbying

coalition, which opposes taxes and restrictions on advertising.

- Enjoy professional development through club meetings and events.
- Receive recognition for accomplishments and industry contributions.
- Participate in public-service initiatives that directly impact the well-being of the local community and enhance the public's perception of our industry.
- Participate in programs that encourage high industry standards and elevate consumers' perception of the ad industry.
- Become involved in advertising education for students who have an interest in an advertising career.
- Improve opportunities to recruit talented and experienced professionals to your business or organization.

Educators

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Receive discounted rates to the AAF National Conference, which draws over 800 decision makers from all segments of the advertising industry — advertisers, media, agencies and service providers.
- Take advantage of exclusive club benefits provided by the AAF such as discounts on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.
- Interact with local industry leaders through the ad club's programs and events.
- Enjoy professional development through club meetings and events.
- Participate in programs that encourage high industry standards and elevate consumers' perception of the ad industry.

Students

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Interact with local industry leaders through the ad club's programs and events.
- Learn of career and job opportunities in the advertising industry.
- Receive discounted rates to the AAF National Conference, which draws over 800 decision makers from all segments of the advertising industry — advertisers, media, agencies and service providers.
- Take advantage of exclusive club benefits provided by the AAF such as discounts on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.

Young Professionals

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation(AAF).
- Interact with local industry leaders through the ad club's programs and events.
- Enjoy professional development through club meetings and events.
- Participate in public-service initiatives that directly impact the well-being of the local community and enhance the public's perception of our industry.
- Interact with local industry leaders through the ad club's programs and events.
- Learn of career and job opportunities in the advertising industry.
- Receive discounted rates to the AAF National Conference, which draws over 800 decision makers from all segments of the advertising industry — advertisers,

media, agencies and service providers.

- Take advantage of exclusive club benefits provided by the AAF such as discounts on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.

Freelancers

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Interact with local industry leaders through the ad club's programs and events.
- Enjoy professional development through club meetings and events.
- Take advantage of exclusive club benefits provided by the AAF such as discounts on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.
- Receive recognition for accomplishments and industry contributions.
- Learn of career and job opportunities in the advertising industry.
- Take advantage of discounts on ADDY® Awards entries.
- Obtain access to new-business prospects.

Small Business/Sole Proprietors

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Interact with local industry leaders through the ad club's programs and events.
- Benefit from club participation in the industry's only grassroots legislative network providing an effective lobbying coalition, which opposes taxes and restrictions on advertising.

- Enjoy professional development through club meetings and events.
- Take advantage of exclusive club benefits provided by the AAF such as discounts on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.
- Receive recognition for accomplishments and industry contributions.
- Participate in public-service initiatives that directly impact the well-being of the local community and enhance the public's perception of our industry.
- Participate in programs that encourage high industry standards and elevate consumers' perception of the ad industry.
- Become involved in advertising education for students who have an interest in an advertising career.
- Improve opportunities to recruit talented and experienced professionals to your business or organization.
- Take advantage of discounts on ADDY® Awards entries.
- Obtain access to new-business prospects.

Web/Internet/DotComs/Technology

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with the American Advertising Federation (AAF).
- Interact with local industry leaders through the ad club's programs and events.
- Benefit from club participation in the industry's only grassroots legislative network providing an effective lobbying coalition, which opposes taxes and restrictions on advertising.
- Enjoy professional development through club meetings and events.
- Take advantage of exclusive club benefits provided by the AAF such as discounts

on *Advertising Age* and *ADWEEK*, insurance, overnight delivery services and rental car charges.

- Participate in programs that encourage high industry standards and elevate consumers' perception of the ad industry.
- Improve opportunities to recruit talented and experienced professionals to your business or organization.
- Obtain access to new-business prospects.

9. TESTIMONIALS

In addition to listing the benefits, you may want to provide quotes from present members about the benefits they are receiving from their ad club membership. These third-party endorsements can be very persuasive. Here are some samples:

“It has been really helpful to me professionally to network with my peers in the industry. In addition to meeting new friends, it has given me contacts that have been invaluable.”

“I made contacts in the ad club that have led to new career opportunities. My involvement in the ad club has given me an advantage over others.”

“I make my living in this industry, and my involvement in the ad club is a way I can give back to my industry: to improve, protect and enhance it.”

“My membership in the local ad club and the American Advertising Federation makes me a participant in local, state and national efforts to protect our industry from unnecessary governmental interference. My membership helps support important and effective lobbying in Washington and in our state capital.”

“My ad club membership provides me with professional development by exposing me to new trends, new ideas and successful campaigns. It

helps keep me up-to-date with what's happening in our industry.”

“My involvement in the ad club has allowed me to meet and get to know the best people in our industry, which has been an invaluable resource for new hires as my business has grown.”

“I appreciate that my membership in the local ad club makes me a member of a national organization that is working to promote and enhance the advertising industry.”

“I appreciate and enjoy the opportunity the ad club provides for me to be involved with college students through scholarships, student ad competition and student ad chapters. It's great to be able to use my experience to help those who will be following me in this business.”

“I think the ad club is important because through it we can recognize and honor excellence in advertising. It inspires all of us to do our best.”