

Membership Recruitment Campaign
Northeast Ohio Chapter

Summary: For the entirety of 2017, Northeast Ohio Chapter members have the opportunity to earn free coffee, via \$25 Starbucks gift cards, for every new member they recruit.

Implementation: By continually and creatively communicating the opportunity to its membership (example below), the Northeast Ohio chapter keeps membership recruitment at the forefront of their members' minds throughout the year. In addition to offering \$25 Starbuck gift card for each new member their recruit, the member who recruits the most new members will receive a trophy and bragging rights! Participating members must contact the chapter administrator with the recruit name and information to be eligible to receive the award.

Communication:

All,

Some of us must officially hold in our joy for a couple more days, but all of us can definitely appreciate the promise of a warm weekend.

Here's to the little things that make our time together wonderful, such as....

Opportunities to win free coffee and influence people: Recruit a new member to ACC NEO in 2017 and get a \$25 Starbucks gift card. The member who successfully recruits the most new members in 2017 will get bragging rights *and* an Apple trophy for his/her efforts. Contact ACC NEO Executive Director Betsy Keck with your recruit's name and information to start the process.