

## **SSB Chapter**

## **Strategy to use RECRUITING BROCHURE**

**“Give me \$25, and we’ll do the rest.”**

### The Opportunity -

- Everyone in the chapter is a recruiter, one-on-one recruiting is more personal and effective.
- Every member always carries a recruiting brochure, never know when you may meet a prospect.
- Get minimum personal information on the spot.
- “Close the deal” by obtaining the first year’s dues of \$25.
- There are no further actions required by the potential member.
- Strategy is called **“Give me \$25, and we’ll do the rest.”**

### The Elevator Pitch –

- New members bring clout.
- Chapters with national MOAA and State Councils bring “One powerful voice!” MOAA is the most respected and effective lobby organization for the armed forces!
- MOAA ensures the nation keeps its commitments to all active duty, retired, former service members and their families and survivors.
- Use the Recruiting Brochure to Explain the CHAPTER’S three pillars: LEGISLATIVE ADVOCACY, PHILANTHROPY and “CAMARADERIE WITH A PURPOSE” along with the maxim that we “never stop serving.” See [www.starspan.org](http://www.starspan.org) and Newsletters for further info!
- Tell new members they can participate as much or as little as they want, which is especially attractive to busy prospects.
- After mass recruiting brochure mailings each year to Life and Premium MOAA members from annual national recruiting list, board members make follow up calls explaining above positive aspects of membership.
- All applications received by the Treasurer are processed and coordinated with the Recruiting Chair who ensures a sponsor as appropriate. **NEW MEMBERS NEED A BUDDY!**

### The Follow Up –

- Sponsors introduce new members at events.
- Acknowledge each sponsor reinforcing that positive experience.
- Assimilate the new member quickly with positive relations and experiences.

### The Close –

- Prominently list new members and sponsors in the newsletter.
- President sends Welcome Letter.
- Leverage Recruiting Brochure by mailing periodically from MOAA recruiting list!
- Seek ideas from the membership and chapters to improve the chapter’s three pillars!

From Article “Cracking the Code” by Terry Coles, *Military Officer*, June 2017 with SSB Chapter modifications.