



The Membership Stimulus Plan



2009-2010 Membership Campaign

The ASWA Membership Committee invites your chapter to stimulate your passion for ASWA with this year's membership campaign. This year's goal is to recruit **800** new members and to achieve at least 90% retention for each chapter.

The Prize: Free registrations to the 2010 Joint National Conference to be held in Nashville, TN on September 27-29, 2010. For this campaign we are offering chapters an option after they have been awarded two registrations. If your chapter becomes eligible for more than two registrations you will be able to choose one of these options: an additional JNC registration, \$200 in ASWA merchandise for speaker gifts, name badges for chapter members or two regional conference registrations.



The Recruitment Stimulus Plan

Recruiting goals are based on chapter size as of June 30, 2009.

Chapter Size (based on # of members as of 6/30/09)	Number of Recruits (needed for each free registration)
Small (less than 30 members)	5
Medium (31 to 69 members)	10
Large (70+ members)	14



The Retention Stimulus Plan

Retain 90% of your chapter members (based on the number of members as of June 30, 2009) and win a free registration for any chapter member to attend the 2010 Joint National Conference.

The Fine Print:

- Number of recruits includes all new members from July 1, 2009 through May 31, 2010.
- First free registration must be used by a first-time attendee to the conference. The second registration can be used by any chapter member.
- All free registrations can only be used for the 2010 JNC in Nashville, TN. Chapters unable to use their free registrations must notify National Headquarters by September 15, 2010.
- Chartering and reactivating chapters will be eligible for two free registrations and, if applicable, the options listed above.
- If you have any questions, please contact National Headquarters at aswa@aswa.org.