

## WSNIMA January-February 2010 New Member Campaign

1) A participating lodge will receive \$10 from the Assn. for EVERY member sponsored during Jan-Feb. The lodge MUST use the money to reduce the enrollment fee of the new member.

2) To participate, a lodge needs to adopt a campaign of its own where they will pay a year's lodge dues for every sponsor who gets two new members in Jan-Feb. To verify their participation, a lodge needs to email johnmangiantini@hotmail.com from their lodge email address to let him know that they have passed a resolution to participate. We also want to see the marketing materials Carole designed published in their February newsletter.

Ideas to market the campaign:

1) Officer marketing - new members mean new officer material, new volunteers, and more income for the social quarters. This is a joint effort between the lodges and the Assn. The Association will spend more money than the lodges will. If we get 200 members during the campaign, the Assn. will spend \$2000! A lodge won't spend close to that. At \$40 for dues, here is the breakdown of actual costs to the lodge:

Income:

2 new member dues collected:	\$80
2 reduced enrollment fees collected:	\$20
2 rebates from Assn:	\$20
Money refunded by MI for 2 new members:	\$20
Money refunded by MI for sponsor:	\$10
Total income:	\$150

Costs:

Money sent to MI for 2 new members:	\$120
Money sent to MI to pay sponsor's dues:	\$40
Total Costs:	\$160

Net

The lodge incurs a net cost of \$10 per two-member sponsor. It incurs nothing for anyone only sponsoring one member during the campaign

Here is some material that can be used to sell the \$10 cost to the lodges:

What do you get for that \$10? You now have two new members hopefully participating in your social quarters. It won't take long to make that \$10 up in profits from those two members. Hopefully they will also sponsor new members also. You also have the sponsor on the rolls for another year and hopefully he too will be spending money in your social quarters. PLUS, most of these guys will have ladies that will also spend money in your social quarters. It is \$10 well spent!