



**Get A
Member
Today
Win Prizes!**



2010 Member-Get-A-Member Campaign



On Your Mark, Get Set, Go!!!!

Help us find more Members like YOU!

Share your membership experience with friends and colleagues through the 2010 CADCA Member-Get-A-Member (MGM) campaign and you can win a prize.

Just as members depend on CADCA to be the professional organization that provides them with answers to today's complex and demanding issues, CADCA relies on its members to spread the word about member benefits and services throughout the community.

CADCA is the only national organization that speaks for coalitions...in the halls of Congress, with Federal partners, and in the Media. CADCA keeps substance abuse issues, specifically drug prevention, on the national radar.

One of our primary goals is to provide quality training and education to nationwide, ranging from coalition building and effective business plans to sustainability beyond grants and federal/state funding. We advocate for policies and funding that support your work. We unite a growing network of individuals, organizations, and states that work with CADCA to reduce alcohol and drug problems in America.

We unite a growing network of individuals, organizations, and states that work with CADCA to reduce alcohol and drug problems in America.

Join in the CADCA Member-Get-A-Member campaign and take advantage of the many opportunities to win valuable prizes such as an all-expense paid trip to the 2010 CADCA Annual Forum in National Harbor, MD including a complimentary conference registration, and CADCA prize pack, recognition and much more. CADCA has set a goal of recruiting **100** new members; with your help we are sure we will reach our goal!

How Can I Help?

Current CADCA Members Can...

- Refer colleagues to the CADCA web site to download a special membership application (new members can enter the names of the "Referring" member on the application).
- CADCA members may download a special membership application to be used by their prospects to join CADCA.
- Members may contact the CADCA membership department at 703-706-0560 ext. 257 or via e-mail at membership@cadca.org request membership recruitment kits with applications and recruitment tips.
- Contact CADCA directly provide us your prospective member contact information and leave the rest to us. When your prospect becomes a member, you will receive the credit.

Prospective Members Can...

- Join Online – And once you become a member you can begin to refer colleagues and participate in the campaign as a current member.
- Contact the membership department at 703-706-0560 ext 257 or via email at membership@cadca.org and request a special membership application.

CADCA 2010 Member-Get-A-Member Campaign



RECRUITING TIPS

Ready to start sharing CADCA member benefits with your colleagues? Here are some useful recruiting tips...

- Tip #1** When you are recruiting a member you are essentially selling CADCA membership to that person. Tailor your effort to her/his individual target and highlight the CADCA membership benefits that you think your recruit will find most useful.
- Tip #2** Follow-up is key. After giving your potential recruit an application, politely follow up with your recruits to see if they have mailed the application. Inquire if they have additional questions. Offer to mail their application in for them. Or contact the CADCA membership office at 703-706-0560 ext 257 and request that staff follow up on your behalf.
- Tip #3** Personalize the recruiting process. It may help to let your recruit (s) know what you find most valuable about your CADCA membership. It may be something that they never even thought of needing and now you're letting them know what they can benefit from being a CADCA member.
- Tip #4** Be prepared to answer questions. It's a good idea to have some resources at hand when you are talking to a recruit. A list of the membership benefits would be a good start. Contact the CADCA membership office at 703-706-0560 ext 257 to request additional membership materials.
- Tip #5** If your recruit's hesitation is financial, suggest that they talk to their employer about subsidizing their dues. Also, point out to the recruit the many ways being an CADCA member can save them money. Members save money on registration to the CADCA National Leadership Forum, Mid-Year conference, training courses, and on valuable professional publications.

CADCA 2010 Membership Drive



Rules

- This campaign is open to all CADCA members in good standing.
- Prizes awarded for all new/reinstated* individual & organizational members.
- To receive credit for each new/reinstated* member, the name of the CADCA member (sponsor) must appear in the "Referred by" section of the membership application.
- If you encourage prospects to call us directly to join, please tell them to mention the sponsor's name so we can give credit.
- If you request that we send someone an information packet on your behalf, please remember to tell us to write your name in the "Referred by" space of the membership application.
- A new/reinstated* member is officially credited to the sponsor when the prospect becomes a member and membership payment has been received.
- All applications and membership payments must be received between June 1, 2010 and September 30, 2010 to be counted toward the 2010 Membership Get-A-Member campaign.
- Tiebreakers: In the event that two or more CADCA members recruit the same number of new members, the CADCA member whose total referrals were received first will be declared the winner.
- Contest rules and prizes are subject to change by CADCA. By entering the contest, members agree that CADCA's decisions are final. No purchase necessary to enter or win. All federal, state, and local laws apply. Void where prohibited. CADCA reserves the right to change the prizes offered.
- The contest will run from June 1, 2010 thru September 30, 2010. CADCA reserves the right to extend the campaign deadline.

Prizes

Members who participate in this campaign will have the chance to win valuable prizes.

What can I win?

Grand Prize - An all-expense paid* trip and a complimentary registration for one to the 2011 CADCA National Forum to be held February 2011, National Harbor MD.

2nd Prize- Complimentary registration for one to the 2011 CADCA National Forum to be held February 2011, National Harbor MD.

3rd Prize- . CADCA Prize Pack that consists of a CADCA Coffee Mug, Umbrella & Polo Shirt. A \$100 CADCA "Big Bucks" coupon, which may be applied towards any CADCA event, program, registration, or CADCA publication

Recognition:

- One-Year feature on the CADCA web site
- Participants will be recognized in the 2011 CADCA Annual Conference onsite program.
- Featured in the Coalitions newsletter.

** Sponsor with the highest number of new recruits wins an all expense trip that covers airfare, hotel room stay for the duration of the conference and registration only. No cash equivalent prizes will be given away.*

Questions about the campaign or CADCA membership? Contact Crystal Davis, Manager, Members Services at cdavis@cadca.org

** Reinstated members will be treated as new members during the campaign.*