Prospect Pool

of 18-40 year-old in the community

Maybe	Never	Always
70%	15%	15%

Referrals	Recruitment Events	Member Positioning	Membership Drives	Marketing for Names
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Activities

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Names List

▼

Initial Contact

Telephone *Letter* ▼ *Electronic* *In-Person*

Small Activities

▼

Ask for Referrals and Follow Ups
Invite their friends to "hang out" too

▼

Values Based Selection Process
Based on written selection criteria

▼

Pre-Close
100% acceptance of membership

▼ ▼

Accept
New Member

Not Right Now
Back to Names List

GOALS

Chapter goal is _____ names ON the list by _____

Chapter will move _____ names up the list every week.

Chapter goal is to pre-close:
_____ people by _____
_____ people by _____
_____ people by _____

Chapter goal is _____ new members by _____

V.B.S.P.

Value	Standards
_____	_____
	_____
	_____
_____	_____
	_____
	_____
_____	_____
	_____
	_____
	_____