

Membership Campaign Timeline of Duties/Assignments

DATE	ACTION	ASSIGNED TO
October	Attend the Volunteer Training Session – this is the team’s first mandatory meeting before Kick Off <i>*Volunteers Training is held by Team Captains & Advisors*</i>	Everyone
October	Cross-reference your company’s vendor lists with AAA’s Online Buyers’ Guide and Membership Directory to map out your game plan/strategy for the campaign to sponsor new members	Everyone
November	Attend Kick Off	Everyone
November	Contact team volunteers weekly to check in and motivate!	Captains
November	Assign your list renewals to your team volunteers; Volunteers should be assigned their own company’s renewal if on your team; and if possible, if a sponsored renewal is listed and a volunteer on your team works with that sponsored company but is not the original sponsoring member , it is fine to assign the volunteer the renewal. <i>*This helps to continue to build the relationship for both the renewing member company and volunteer with the sponsored company.</i>	Advisor/Captains
November	Call and send a follow up email to all non-renewed members on your team’s renewal list	Everyone
November Dinner Meeting	Attend the Ambassadors Social before the Dinner Meeting; Invite your new members and prospect to attend	Everyone
December	Attend the Reporting Meeting with your team	Everyone
December	Attend the Ambassador Social following the Reporting Meeting; Invite your new members and prospects to attend	Everyone
December	Contact team volunteers to keep them informed about renewals, recruiting, and campaign updates; Overall check in and motivate!	Captains
December	Follow up with your prospects	Everyone
December	Reminder call and send a follow up email to all non-renewed members on your team’s renewal list	Everyone
January	Attend the Reporting Meeting with your team	Everyone
January	Attend the Ambassador Social following the Reporting Meeting; Invite your new members and prospects to attend	Everyone
January	Contact team volunteers to keep them informed about renewals, recruiting, and campaign updates; Overall check in and motivate!	Captains
January	Follow up with prospects	Everyone
January	Reminder call and send a follow up email to all non-renewed members on your team’s renewal list <i>*All teams’ renewal lists will open to everyone a week before the February 13th Renewal Deadline</i>	Everyone
January- Dinner Meeting	Attend the Ambassadors Social before the Dinner Meeting; Invite your new members and prospect to attend	
February	Final stretch - Contact team volunteers to keep them informed about recruitment, campaign updates, and to check up and motivate!	Captains
February	Attend the Reporting Meeting with your team	Everyone
February	Attend the Ambassador Social following the Reporting Meeting; Invite your new members and prospects to attend	All
February	Follow-up with prospects	Everyone
February	Make sure all new member applications are turned in by the February 27th Campaign Deadline to count for team credit	Everyone