

Membership Campaign Timeline of Duties/Assignments

DATE	ACTION	ASSIGNED TO
December	Attend the Volunteer Training Session – this is the team’s first mandatory meeting before Kick Off	Everyone
December	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
January	Attend Kick Off	Everyone
January	Contact team volunteers weekly to check in and motivate!	Captains
January	Assign your list renewals to your team volunteers; Volunteers should be assigned their <u>own</u> 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 <u>sponsored company</u> but is not the <u>original sponsoring member</u> , 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
January	Call and send a follow up email to all non-renewed members on your team’s renewal list	Everyone
January Dinner Meeting	Attend the Ambassadors Social before the Dinner Meeting; Invite your new members and prospect to attend	Everyone
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	Everyone
February	Contact team volunteers to keep them informed about renewals, recruiting, and campaign updates; Overall check in and motivate!	Captains
February	Follow up with your prospects	Everyone
February	Reminder call and send a follow up email to all non-renewed members on your team’s renewal list	Everyone
March	Attend the Reporting Meeting with your team	Everyone
March	Attend the Ambassador Social following the Reporting Meeting; Invite your new members and prospects to attend	Everyone
March	Contact team volunteers to keep them informed about renewals, recruiting, and campaign updates; Overall check in and motivate!	Captains
March	Follow up with prospects	Everyone
March	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 March 28th Renewal Deadline</i>	Everyone
April	Final stretch - Contact team volunteers to keep them informed about recruiting, campaign updates, and to check up and motivate!	Captains
April	Attend the Reporting Meeting with your team	Everyone
April	Attend the Ambassador Social following the Reporting Meeting; Invite your new members and prospects to attend	All
April	Follow-up with prospects <i>*Any prospects looking to join and to be included in the printed version of the upcoming year’s Membership Directory, must join by the April 18th Campaign Deadline.</i>	Everyone
April	Make sure all new member applications are turned in by the April 18 th deadline to count for team credit	Everyone