

SAMPLE

Membership Campaign For
 State and National Associations
(carried on in a College)

1. Membership cards for state association, and sample publications of both state and national associations were secured.
2. Faculty member met with student representatives of freshman, sophomore, junior, and senior classes to:
 - a. Plan presentation of membership campaign to classes.
 - b. Arrange for time to present campaign to each class.
3. Student representatives met class groups, explaining purposes, publications, etc. of each organization, stressing professional advantages in affiliating with professional organizations, and announcing dues, and time and place provided for paying dues.
4. Student committees planned:
 - a. Bulletin board material for publicizing memberships received from each class group. (A thermometer showed growth toward 100% membership from each of the four classes in both the state and national associations. This was kept up-to-date as memberships came in and the percentage of each class joining the associations was shown through the mounting "mercury" in the poster representing thermometer readings.)
 - b. Time and place for receiving dues from students. Students selected to receive dues were scheduled for one hour each of the four days of the campaign. These students recorded receipts with the names and addresses of members, and kept the bulletin board announcements of the progress of the campaign up to date. Money received was deposited at the end of the hour with a faculty member. A desk was set up in the front hall of the gymnasium for the four mornings of the campaign. Dues were paid there.

The campaign was carried on for four days by the students. Because the students felt that those major students who had not joined during their four day campaign should be next approached through faculty members, the remainder of the campaign was placed in the hands of a member of the staff of the Department of Health and Physical Education. This staff member completed the campaign for membership in state and national associations by:

1. Announcing to students that those who felt they could not join either association should see their faculty advisor explaining their reasons; this was to avoid pusing students further who could not afford to join.
2. Giving each faculty member of the department, and each faculty member who was serving as a student or class advisor, the list of students who had not joined either association asking her to see these students individually and to urge them to join if possible.
3. Receiving membership dues as they were turned in and sending these to state and national associations.