



International Test and Evaluation Association
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ITEA Membership Recruitment Promotion

The membership benefit that pays!

Want to have ITEA pay for your annual membership?
How about also getting some extra dollars for your Chapter's Scholarship Fund?

Get these with ITEA's Member-Get-A-Member Campaign!

No one knows how beneficial ITEA membership is to technical and career development better than ITEA members. You already know how valuable the Association is; therefore, there is no better promoter for membership than you. You are within the midst of your peers everyday—working alongside those that can benefit from membership in ITEA. Share your ITEA membership experience and get rewarded for doing so. **And, your local ITEA Chapter benefits as well!**

GETTING STARTED

1. Look at the last panel of the ITEA Membership brochure, found on the ITEA website (www.itea.org) under SHARE > Individual Membership. Write your name in the "REFERRED BY" and your Chapter in the "ITEA Chapter" fields listed at the bottom of the "ITEA Membership Application." This is so we can track each application that comes in with your name on it and give you credit. Remember "No name = no credit," so be sure to do this.
2. Give a copy of the ITEA Membership brochure with your name on it to any and all potential new members you are recruiting, and make sure they use this application so you receive the credit.
3. Need some additional information on ITEA to help you recruit. Visit the ITEA Web site and click on "Membership / Individual Member Benefits."
4. Please contact us should you need additional Membership brochures or more information to assist your recruitment efforts.
5. **Finally—Go out, have fun and recruit those members!** There are potential members everywhere. Many of the people you work with may be able to benefit from membership with ITEA. Are they ITEA members? If not, take a moment to chat with them to see if they would be interested.

And that's all there is to it! Simple isn't it? It's a win/win for all who participate . . . and we hope you do! Thank you in advance for all your recruiting efforts.

For more information or assistance please contact James Gaidry, ITEA Executive Director, at 703-631-6220, or jgaidry@itea.org.

CONNECT WITH ITEA TO LEARN, SHARE, AND ADVANCE!

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TIPS ON RECRUITING NEW MEMBERS

- Invite a prospective colleague/student to attend an ITEA Chapter meeting, symposium, conference, workshop, or course to experience first-hand the professional benefits of ITEA membership.
- Start a discussion about ITEA membership, emphasizing the benefits and value – be sure to provide a brochure and/or application information.
- Keep issues of *The ITEA Journal of Test and Evaluation* on display to attract the eyes of potential new members.
- Publish an article in your company or university publications explaining how your ITEA membership has helped you.
- Post announcements of ITEA Chapter meetings, symposiums, conferences, workshops, or courses.
- Welcome your company/university's newly hired or enrolled individuals, taking the opportunity to discuss the benefits of membership in ITEA.
- When discussing membership with a prospect, listen for clues as to what they look for in a professional society. Stress those member benefits that meet their needs.
- Coordinate a Chapter event at your place of employment.

BASIC RULES AND THINGS TO KNOW

1. Program Dates: July 1, 2018, to June 30, 2019.
2. Recruiter (you) must be a current ITEA member.
3. Member recruited must be a new Regular, Life, or Student Member to ITEA. ITEA members who are renewing, or their membership expired after December 2014 may NOT be counted as a "New" Member.
4. Recruiter's Name and ITEA Chapter affiliation (if known) must be written on the New Member's Membership Application in order to receive credit for that member. (No name = No credit)
5. Completed application and their membership dues must be received by June 30, 2019 for Credit to be awarded.
6. ITEA will keep track of your New Member Credits.
7. Top Recruiters and Chapters as of June 30, 2019, will be announced and recognized at the 2019 Symposium.
8. New Member(s) who's ITEA Membership is granted as part of an ITEA Corporate Membership is eligible for credit by the Recruiter (you) and as part of the active membership of the New Member's local ITEA Chapter. No credit will be given for the recruitment of an organization as an ITEA Corporate Member.
9. **INDIVIDUAL AWARDS:** Free one-year membership dues will be awarded to the Top 3 Recruiters.
10. **CHAPTER AWARDS:** Chapters are "Flighted" based on size: Large (>50 members), Medium (26-50 members), and Small (10-25 members). The top Chapter of each Flight, based on the net percentage growth in their total membership during the program dates, will receive \$1,000 for their Education Fund.

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