

THE BIGGEST GAINER

RECRUIT-A-FRIEND FEBRUARY 1, 2012 – JULY 31, 2012

The 2012 Membership Recruitment Incentives are a challenge to chapters and members (without chapters) to increase membership in NEW: PATHS. (For local chapters with a state chapter, the increase will be measured by local chapter membership increases.)

At the August Annual Training Conference in Nashville, the top chapters and individual members will be listed along with the increases in new membership that they obtained. In addition:

Prizes: To Be Awarded

1 st place Chapter	\$100.00	1 st Place Member	\$100.00
2 nd Place Chapter	\$ 75.00	2 nd Place Member	\$ 75.00
3 rd Place Chapter	\$ 50.00	3 rd Place Member	\$ 50.00

Accept our challenge. Go for it! Be the Biggest Gainer! Build a better, bigger NEW PATHS and be rewarded for your efforts.

**QUALIFYING FOR the
MEMBERSHIP RECRUITMENT INCENTIVE PLAN
February 1 - July 31, 2012**

- ❖ New members should fill out the Membership application on the www.nationalnew.org website (be sure to note the chapter if it the new member will be associated with a Chapter). There is a choice of paying by credit card, through Pay Pal, or by printing the application and sending it with a check to:
NEW: PATHS
P.O. Box 243466
Anchorage, AK 99524-3466
- ❖ If it is a Chapter Recruitment: The Chapter representative will fill out the attached sheet listing the new members recruited and circle the “Chapter Recruitment” box.
- ❖ If it is a Individual Recruitment: The Individual (cannot be affiliated with a chapter) will fill out the attached sheet listing the new members recruited and circle the “Individual Recruitment” box.
- ❖ To be considered a new member, the applicant must be a brand new member of NEW:PATHS or a returning member whose membership has been expired for over three months.
- ❖ The Member challenge is for persons who are not affiliated with a Chapter. Each new member will count as 1, each new member who signs up for multiple years will count as a percentage: 2 year membership will be counted as 1.2, three year membership as 1.3, and a five year membership as 1.5.
- ❖ The Chapter Challenge will count on a percentage basis. Each new member will be counted the same as the individual challenge, and then divided by the number of members in the chapter.
- ❖ Examples:
 - A. A member signs up 2 new members. One person pays dues for a year and the second for 5 years. $1 + 1.5 = 2.5$ credit toward the Individual Chapter challenge
 - B. A chapter signs up 5 new members. 3 people pay dues for 1 year and 2 pay dues for 5 years. There are 20 people in the chapter. $1+1+1+1.5+1.5=5$. To determine the percentage of member increase divide the 5 by the 20 members in the chapter for .25.
 - C. A second Chapter signs up 10 new members, 5 pays dues for 1 year and 5 pay 5 years dues. There are 50 people in the Chapter. $1+1+1+1+1+1.5+1.5+1.5+1.5+1.5 = 12.5$. Divide the 12.5 by the 50 chapter members = .25. Chapters 1 and 2 are tied for percentage of member increase.
- ❖ Request a packet of information that contains a speech or presentation about NEW Paths, Fact Sheets, and a *5 Ways To Talk About NEW Paths Membership* information sheet.)
- ❖ Questions or to request a packet send an email to: Donalda Biscar @ directions@nationalnew.org

2012 Membership Recruitment by: _____
 (Member or Chapter Name)

Circle One:	Member Recruitment	Chapter Recruitment
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New Member Name	Years of Membership paid for at application	Office Use Only
1.		
2.		
3.		
4.		
5.		
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