



ASHRAE

Technology for a Better Environment

1791 Tullie Circle, NE • Atlanta, GA 30329-2305 USA • Tel 404.636.8400 • Fax 404.321.5478 • <http://www.ashrae.org>

R. Mark Nunnelly, P. E.
Chairman

Reply to: NUNNELLY & ASSOCIATES, Inc.
Membership Promotion Committee
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Dear Membership Promotion Committee Members:

I hope this letter finds you all doing very well. I also want to thank you all for all of your efforts so far in this Society and year for making it the great Society that it is. As you have seen from the MBO's that Traci sent out about a month ago, we have some *very* ambitious goals for the year as they regard our overall Society membership. And these goals can only be met with everyone's dedication and participation.

Dan orchestrated a very successful campaign last year for "plugging the leak in the bottom of the boat" as he helped us all put forth efforts to minimize our delinquents. I think you would all agree that the campaign was beneficial in not only removing the names of those members that aren't involved in our industry any longer, but it also helped to reinvigorate many of the members that had lost interest. I trust that you will keep up that great work even this year.

Well, assuming we'll be able to sustain, and hopefully even improve, the lowered delinquency rate, our task now can turn to building the membership. As mentioned, we have a *very aggressive* challenge before us this year. In a time when our Society's membership growth has been relatively flat, we are challenged to not only grow our membership at a more rapid pace than we are losing members, but to increase our **Paid Members** at a rate of **6%** this year. Please see the two specific objectives below regarding this matter:

1. *Establish a POSITIVE growth trend in NET Paid Society Membership for the year.*
2. *Through successful promotional campaigns, increase Paid Members for the Society by 6%.*

In an effort to help "kick-start" this campaign, I have tried to learn from Dan's leadership and campaign, but changing it enough to make certain that it is fresh and exciting. I have tried to structure the campaign in a manner that would accomplish the following goals:

- Excite the **general membership** into aggressively and actively seeking out potential members.
- Offer incentives to the **chapter Membership Promotion Chairpersons** to encourage them to cheer on their chapter members as they look for new members.
- Provide rewards for the **RVCs** as you will be spending much of your volunteer time encouraging your respective chapter MP Chairpersons.

American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.

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- Develop a campaign that is manageable by the **ASHRAE staff** (and me) using the currently available data from the monthly reports, and one that can be supported with the existing MP operating budget.

In an effort to accomplish all of these goals, here is the proposed campaign for the remaining Society year.

Building a Stronger Society

(Promotional Campaign to Increase Paid Members)

(January 1, 2005 to June 30, 2005)

1. For all ASHRAE **Members** (members, associate members, and affiliate members):
 - For each new member a current member recruits (as verified by the “recruiters” signature on the prospect’s application), the recruiting member will receive the following incentives:
 - a) As before, the member will receive a coupon for \$10 that can be used for ASHRAE merchandise, can be applied toward registration to any Society event (convention registration fee, seminar fee, short course, etc.) or even toward annual dues.
 - b) The names of the recruiting members each month will be included in a random drawing for that month. The monthly winner would receive a coupon from the ASHRAE merchandise store with the value of \$40. For the monthly drawings, each entry name will be for only those that recruited a new member for the previous month. Winners will be announced on the 15th of each month following the respective drawings. Coupons will be distributed by mail to the winners. Names will be held over only for the following grand prize drawing, but not for any of the other monthly drawings.
 - c) One Grand Prize will be awarded at the end of the Society year. This again will be a random drawing of the recruiters’ names that have been put into the “hat” during the entire 6 month campaign. The more new members an existing member recruits, the greater the chancing of winning. This will truly be a *Grand* prize. For this prize, we would offer a **\$1,000 VISA gift card**. To be announced in the August 2005 *Insights*, as well as thought a personal phone call from Membership Promotion Chairperson.
2. For **Chapter Membership Promotion Chairpersons**:
 - a. Each Chapter Chairperson will also be eligible for the awards as described above for all members.

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- b. For each Chapter Chairperson that finishes the year with a positive growth in Paid Members of 6% or greater, he/she will be rewarded with a **\$50 ASHRAE merchandise coupon.**
3. As a **Regional Vice Chair (RVC)** you also have a chance to qualify for a \$50 ASHRAE merchandise coupon that will be awarded at the end of the Society year. (Remember also that each RVC can also recruit new members and thereby be included in the drawings described above). Qualifications to be met in order to receive this \$50 award will be as follows:
 - a. Delinquency rate of the Region (as an average) must be below 10%.
 - b. Must have overall positive net growth in Region (6/30/05 vs. 6/30/04)

RVC BONUSES:

- The RVC with the greatest *percentage increase* in Paid Members in his/her Region will receive a **\$100 VISA Gift Card.**
- The RVC with the greatest *number of new Paid Members* in his/her region will receive a **\$100 VISA Gift Card.**

I hope you and your Region's members will find this program exciting and that it will provide the necessary enticement to *Build a Stronger Society* by actively seeking out new members. I have sent this to you in *Word* format so you can copy the necessary pieces of the program for your communications with your Chapter MP Chairpersons (i.e., Sections 1 & 2). You obviously wouldn't need to send them the section (Section 3) with *your* incentives, and likewise, you can instruct them to share only Section 1 with their respective Region's general membership.

Best wishes to each of you as we finish the Society year in a very strong fashion. Thank you all in advance for your dedication to *Building a Stronger Society!*

Sincerely,
Mark Nunnelly