

MEMBERSHIP RECRUITMENT TIPS

It's Easy!

It's easy to convince your colleagues to become School Nutrition Association / Washington School Nutrition Association members when you tell them about the benefits of belonging to an association dedicated to protecting and enhancing child nutrition programs and to helping them improve themselves professionally.

Recruiting Process

Members are an association's best sales people. Research shows that most new members join an association through existing members. The process of recruiting a prospect to join an association is similar to a marketing rep selling a product. In this case, the product is the association and the sales rep is you! Sales reps, prior to making any sales call, prepare and know clearly what they are selling and how the product's features will benefit their customer. Same for you. You have to clearly understand the services offered by the association and how membership in SNA / WSNA will benefit the potential new member.

Tips

Contact the prospects on your list in person, by telephone or by mail. Personal visits work best because of the face-to-face contact--they can see as well as hear your enthusiasm when you tell them why you belong to SNA / WSNA.

Planning for a Personal Visit

1. Schedule a time with the person when they will not be distracted by other things and they can focus their attention on your visit.
2. Establish rapport with the person by talking about things of interest (e.g., family, health, work, etc.).
3. Begin the conversation about joining SNA / WSNA by asking if they are aware of the association and what it does.
4. Tell them why you belong to SNA / WSNA. Relate this in personal terms:
 - how the association helped you
 - what you learn by attending meetings, workshops, and conference
 - how networking with your peers has provided you with fresh ideas to try out in your program as well as let's you see how others are dealing with the same issues, problems and opportunities.

People respond positively if they can see that you enjoy your membership and have gotten something out of it.

5. Review the association facts and benefits of membership.

☞ **Ability to Learn From Others In Industry** -- Meet and network with school food service employees/directors from around the country. These people are dealing with the same issues, problems and opportunities that you are, and get "this works in the real world" ideas you can use. Now through SNA's Web Site, members can communicate with peers on an ongoing basis through virtual communities.

∞ **Develop Yourself** -- If you never want to stop growing and learning, then SNA has exactly what you need: workshops and classes on everything from nutrition to management strategies to marketing, available around the country. Our certification program provides you the guidelines to help you in your professional growth. We also have a national standardized exam for school foodservice management. People who pass the exam earn the credential of School Foodservice & Nutrition Specialist.

∞ **Industry Insights** -- Through our magazine, School Food Service & Nutrition, our Web site, Your Child Nutrition E-Source, WSNA's *Apple Press* Newsletter, and other communications, you'll know everything that's going on in our industry, from new regulations to new recipes. You can even get a free e-mail account if you are a member.

∞ **Your Political Voice** -- We make sure your concerns are heard and acted upon in Washington, DC, so you always have a voice. We offer training on how to talk to your representatives about our programs and work with them to make sure they know what's important to you.

∞ **Reliable Research And Scholarships For Success** -- Our ongoing child nutrition research uncovers critical information you need, and might not find anywhere else. And if your education is important to you, we can tell you about grants and scholarships that can help make it happen. This past year, SNA awarded some \$92,000 in scholarships to its members.

∞ **Educating The Public** -- We educate the public on what's new in school nutrition programs and provide information for our members to use in working with the media from talking points and press releases to public service announcements and position statements.

∞ **The Shirt Off Our Back (And Much More)** -- As an SNA member, you can save on everything from T-shirts and aprons to promotional posters to training and professional development materials at the SNA Emporium which is now available on-line.

∞ **Insuring Your Peace of Mind** -- SNA members have access to a number of insurance programs, which are substantially discounted to cover your professional liability, auto, life, group major medical and disability insurance needs. Some members are saving from \$125 to \$300 a year on car insurance.

6. Ask them if they have any questions about membership or the association and answer them honestly.
7. Ask them if they have thought about joining. At this point, they may start to give reasons why they can't join the association. These are called objections. **BE PREPARED WITH AN ANSWER TO THE OBJECTION.** We have included some standard objections with suggestions on handling them for you to read and practice.
8. Before asking the prospect to join, make sure that all of their objections are fully answered and that they are satisfied there are no longer any obstacles to joining.

9. At this point, you're home free and can **ASK THEM TO JOIN**. It sounds simple, but many people don't join clubs or associations because no one has asked them. Remember; always ask them to join. **ALWAYS ASK**, it's a **Win-Win** situation for you and the new member! **HERE IS YOUR CLOSER**

Say Person's name, I invite you to become a member of SNA which I truly believe will help you, your career, your school district, your community and the students who you serve each and every day. It could be the best investment you'll ever make. Can I count on you becoming a member of SNA/WSNA? You'll have fun and make long lasting friendships.

Sending Personal Letters

1. Always personalize the letter wherever possible. Included is a sample letter you may use to send to prospective members. If using the letter, handwritten in a personal message if you know the person or something you want to say that means something special to them.
2. If sending a personal letter, it is best to then follow-up with a phone call to answer any questions the prospective member may have about the association, arrange for a personal visit, or ask them to join the association.

Planning Phone Calls

1. Prepare for the conversation before making the call. Set up goals for the call. This will help you stay focused on why you are calling, what your message is, and help calm some of the anxiety.
2. There are 3 elements to making a phone call successful:
 - Identify yourself and your association
 - Establish rapport with the prospect with small talk
 - State reason for call
3. Deliver your message. Simply tell them why you are a member of SNA / WSNA and the benefits of belonging to this group. Answer any questions they may have.
4. Don't forget those objections to joining that will inevitably come up. But you're smart and well-prepared to handle them easily.
5. **ASK THEM TO JOIN SNA / WSNA!!!**

Now It's Your Turn

Recruiting new members to join the association is both fun and rewarding. Who better to sell SNA / WSNA membership than you. Simply, you are helping your colleagues "be all that they can be" by providing them with the resources available for them to maximize their potential. And at the same time, help to elevate the professionalism of the school foodservice profession! Good Luck and happy recruiting!!!!

Sample Letter (copy onto your business or personal stationery)

Dear _____:

I would like to invite you to consider membership in the only association dedicated to child nutrition programs. As a school foodservice & nutrition professional and a member of the School Nutrition Association and of the Washington School Nutrition Association, I am writing to strongly encourage you to give serious thought to joining the association.

I found that SNA has been a valuable resource for my ongoing professional development and provided me with a wide range of benefits. Here's what I receive for my membership dues:

- Growth and advancement in the school district.
- Access to quality educational opportunities to enhance managerial skills and child nutrition knowledge and the opportunity to be certified in school foodservice & nutrition.
- The latest information on school foodservice, child nutrition issues, new promotional ideas, and recipes to try through SNA's Web site, www.schoolnutrition.org, which is updated daily, and 11 issues of SNA School Foodservice and Nutrition magazine plus 4 issues of WSNA Apple Press Newsletter published each year.
- A link to other school food service managers, cook/cook helpers, cashiers, drivers, etc., locally and across the country who share their experiences, ideas and solutions to the common challenges we face every day.
- Strong representation of child nutrition programs to legislators on the local, state, and national levels.

I would like to tell you more about SNA / WSNA and answer any questions you may have about membership. I will contact you in a few days to set a convenient time to meet with you.

Sincerely,

OBJECTIONS POTENTIAL MEMBER WILL VOICE ABOUT JOINING

Possible Objections	Possible Answers
Dues Too High	<p>“The cost to join SNA / WSNA is small in comparison to all of the benefits you will receive. For your membership dues, you receive</p> <ul style="list-style-type: none">• 11 issues of SNA <i>School Foodservice & Nutrition Magazine</i>• 4 issues of WSNA <i>Apple Press</i> Newsletter• Access to the member-only section on SNA’s website, www.schoolnutrition.org• professional development opportunities and access to scholarships to help you continue your education• discounts to attend meetings, educational seminars, certification fees, and merchandise from the Emporium mail order catalog; and even substantial discounts on car insurance, life insurance, and other programs• representation in Washington, DC for your programs and most importantly the children we feed, on child nutrition issues• up-to-date information on what is happening in the area of nutrition• benefit of SNA’s public relations campaign to educate the media and public about what’s new with child nutrition

Benefits of
membership
unclear

- I know this is a lot of information to digest all at once. Like you, we are devoted to protecting and enhancing children's health and well-being through proper nutrition, and helping you do the most for them and your career.
- As a member of SNA / WSNA, you will have the opportunity to grow as a foodservice professional.
- You will learn more about your profession and industry, how to manage your programs, and know that there is a group who understands your concerns and advocates them to the public.
- By being a member, you will have access to the most up-to-date information on the school foodservice industry, educational programs for you and your staff and so much more which will make all the difference in your school nutrition program. More detailed information on all the benefits will be sent to you when you become a member.

Possible Objections	Possible Answers
Don't have time to participate.	<ul style="list-style-type: none"> • We understand that your time is valuable. Many people like you are finding it hard to find time to attend local chapter meetings. • Being a member is more than just attending meetings. With technology today, you can participate in meetings with peers from around the country at any time when you have the time by joining SNA's virtual communities on their website. There are communities for the different positions in school foodservice and for various interest groups such as centralized kitchens, large districts, small districts, etc. • The Association has so much to offer to members who cannot attend local meetings on a regular basis. Access to information and educational programs alone are reasons to belong. • Throughout the year SNA offers many opportunities to attend special interest meetings or annually at its national conference. You can also attend local chapter meetings, as your time permits, through your state affiliates. How involved you become it up to you.
Belong to another association	<ul style="list-style-type: none"> • SNA / WSNA is the only association geared to the needs of school foodservice and nutrition professionals and staff and feeding our nation's school children. • Although other associations may offer programs for foodservice workers, no other association or organization will better understand the specific needs of the school foodservice industry and promote the industry like SNA /WSNA!"