

Surf's Up *and so is membership!*

Get on board—Make 2020 count by recruiting new grads and students as well as encouraging your current members to renew. There are exciting incentives for your chapter so dive in, the water is fine!

“SEAS” THE DAY

Make the most of the new year and encourage others to discover the benefits of joining the Society and your chapter. The first challenge is all about **recruitment!**

- ✓ Convert 15% of your nonmember list into Society and chapter members and earn \$200 for your chapter AND a complimentary ISCEBS Employee Benefits Symposium registration. The Symposium is August 23-26 in San Diego, California.
- ✓ Convert 10% of your nonmember list and earn \$150 for your chapter.
- ✓ Convert 5% of your nonmember list and earn \$75 for your chapter.

RIDE THE TIDE

The second challenge focuses on member **retention**. By maintaining or increasing your membership, you will earn dollars made of more than just sand for your chapter. New this year—a push for Fellowship!

- ✓ Increase overall chapter membership by 10% (both renewals and new members) and earn \$200.
- ✓ Increase overall membership by 5% and earn \$150.
- ✓ Maintain your overall 2019 membership and earn \$100.
- ✓ Trade flip flops for Fellow socks! Encourage members to become first-time Fellows and we will send them a complimentary pair of stylish ISCEBS Fellow socks.

THE CHALLENGE RUNS THROUGH MARCH 1, 2020

Don't forget!

The Society is your surfing buddy and has plenty of ways to help you reach these goals. The Society can:

- Create graphics to include in emails and other promotions
- Supply your chapter with note cards to send to new grads and potential members
- Set up a voice mail blast for an easy way to reach out to new or existing members
- Keep an accurate record of contact information
- Update your website and social media accounts
- Mail chapter tool kits and handouts
- Brainstorm ideas and make them happen!

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