



Membership Drive Contest 4-Ways to Win

Hi SEVA ATD Members! As you have probably heard, we are embarking on our May 2016 Membership Drive. **YOU** are our most valuable resource when it comes to recruiting new members. Below are some ways you can help spread the word about our limited time (**May 1st – June 30th**) and (**August 1st– September 16th**) discounted offer (\$15 off all membership levels). These easy steps take just a few minutes and can make a huge difference. Check each box as you go about your marketing to make sure you don't miss a step! Any efforts are greatly appreciated! Each marketing step that you follow thru on your name will be submitted into a drawing for the one day conference registration September 23rd. Winner to be announced at the July Professional Development Meeting and 1-year SEVA ATD membership and other valuable prizes to be given away at the June Summer Social.

Renew! Has your membership expired, lapsed or due to expire soon? If you're unsure, feel free to contact us and find out at membership.sevaatsd@gmail.com. Once you join or renew, proudly post on any of our social media platforms (FB, Twitter or LinkedIn) about your membership—let people know you're excited to be a part of all we do at the SEVA ATD! We have some suggestions below.

Using Social Media

- Connect with us via social media if you haven't already. **"Like"** our Facebook page- <https://www.facebook.com/SEVAASTD/> and/or join our FB group-<https://www.facebook.com/groups/45040211457/> **"Follow"** us on twitter ([@SEVAASTD](https://twitter.com/SEVAASTD)), and **"Join Us"** us in our LinkedIn group- <https://www.linkedin.com/groups/1259247>
Please tag us in your efforts! FYI, we'd like to find and "follow" and "like" you as well.
Use the hashtags: **#SEVAATDMembership #ATD #ATDPowerMember**
- RSVP to the Summer Social Facebook event on our Facebook page and share, share, share! Post to your own timeline or that of a friend who might be interested in joining the SEVA ATD. Make sure to repost any other SEVA ATD membership drive Facebook posts during this time frame. Just hit the share button and help us reach a wider audience! "
- Keep sharing all the way through the drive from **May 1st – June 30th and August 1st – September 16th**.
- Do you have a twitter or Instagram account? Re-tweet or re-gram SEVA ATD's drive posts or create your own to share with your followers.

Using other E-marketing "

- You'll receive a couple email blasts from the SEVA ATD members and supporters list promoting the membership drive. Forward the email blast to your connections. Post about the drive to a list serve or any other digital network or online community board you might belong to. Be sure and remember to BBC all your contacts for netiquette rules.
- Do you have a blog, website or your own e-marketing list? Post about the drive if you are willing.

Using your "Real World" Network

- Don't forget to verbally spread the word! While it may seem like technology rules everything these days, word of mouth still has a huge impact. Talk your friends, neighbors and acquaintances about the benefits of joining the SEVA ATD.
- Take some flyers or brochures (available on the website) and bring them to your favorite coffee shop, restaurant, or anywhere people gather! Do you know a "hotspot" where professionals like to meet? Do you have a studio, or workplace, where you could post or leave materials? Go for it! Post a pic of you posting the flyer to our FB page.