

AOA Paraoptometric Section State Leaders Guidebook

Section Four:

How to Increase Membership

Marketing to Increase Membership

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Creating a Marketing Plan

Help ensure the success of your membership recruitment campaign. Begin by developing a systematic framework from which to work. A simplistic marketing plan will provide this direction. It also will focus team efforts around the needs/wants of your targeted members, and help in tailoring your message. Follow the sample outline so that your plan:

- Provides a broad view of your current marketing situation
- Sets clear, realistic and measurable objectives
- Defines strategies and tactics
- Allocates resources and responsibilities
- Helps meet deadlines
- Includes results measurement tools

Keep in mind that every marketing plan is a continuous process requiring periodic review and update to reflect the changes of a dynamic marketplace.

Sample Marketing Plan

I. Executive Summary

[Write this section last.]

Provide a summary of your plan, an overview of the marketing environment, your key audience messages and your planned process for implementation.

II. Analysis of the Marketing Environment

[Paint a broad picture of your present situation.]

Provide basic background: the number of paraoptometrics in your state or affiliate, and the number of non-members. List current obstacles to membership, along with competitive factors. State your current recruitment objectives and efforts, the tactics used and their effectiveness.

(Example)

The ____ Optometric Association presently maintains a _ percent market share of an estimated ____ paraoptometrics in _____.

There are _____ active dues-paying paraoptometric members, ____ non-members – the majority of whom work within a corporate or affiliated practice.

These non-members are primarily _____ (demographic – white males, Asian women, etc.) who have been in practice for approximately ____ years.

In previous membership recruiting efforts, young non-members have cited the high cost of dues and lack of relevancy for not joining the association. Additionally, convincing employed/affiliated non-members of AOA PS membership value has been extremely difficult. When queried, these non-members have indicated they can find clinical information online and prefer _____ over the services of our organization. At present, the _____ Optometric Association does not actively recruit new members because _____.

III. SWOT Analysis

[List the Strengths and Weaknesses of your affiliate, along with the Opportunities and Threats to membership recruiting.]

(Example)

A. Strengths <ul style="list-style-type: none">• Dedicated, professional staff and volunteers with advocacy expertise• Solid political network/advocacy successes• AOA support• Outstanding Continuing Education programs• Ability to offer professional networking opportunities	B. Weaknesses <ul style="list-style-type: none">• Extremely lean staff• Lack of resources<ul style="list-style-type: none">- Limited budget for membership recruiting• Lack of marketing expertise• Time limitations
C. Opportunities <ul style="list-style-type: none">• Large number of potential member pool.• ___ dropped members last year• Minimal corporate/employed segment market share• Ability to pool AOA/affiliate resources	D. Threats <ul style="list-style-type: none">• Perceived irrelevancy by paraoptometric• Lack of interest in traditional organizations• Availability of information via the Internet• Continuing loss of members =<ul style="list-style-type: none">- Loss of advocacy strength- Higher membership dues• Lag in dues collection procedures

IV. 2010-2011 Recruitment Goal

[Example]

The _____ will raise membership market share to __ percent, which is equal to adding ___ new members.

V. Strategies and Key Messages

[Sample Strategies]

1. Make membership recruitment and retention a continuous 'All-Hands' affiliate initiative.
2. Target new paraoptometric to the profession. They represent the future.
3. Promote the association as a resource for career success to dropped members.

[Tailor your message to match your prospect. What interest's one person may not be compelling to another. Career success is generally a universal theme among most professionals. The following samples are based on recent AOA needs/wants research.]

Key Audience Messages

Established Paraoptometrics	Non- and Former Members	New Paraoptometrics
<p>Career Success – The association is your center for career success. Tap its exceptional resources:</p> <ul style="list-style-type: none"> • Practice Management Assistance Education and Information • Continuing Education national-conference & education materials • Sense of Community 	<p>Career Success – The association is your center for career success. Tap its exceptional offerings:</p> <ul style="list-style-type: none"> • Quality Continuing Education Programs • Networking Opportunities • Career Info/Job Placement Assistance • Practice Management Assistance 	<p>Career Success – The association is your center for career success. It offers you</p> <ul style="list-style-type: none"> - Guidance - Information - Job Placement Assistance <ul style="list-style-type: none"> • Networking Opportunities • Financial Assistance
<p>Advocacy – The AOA PS supports your chosen profession.</p>	<p>The AOA is your champion. The association promotes:</p> <ul style="list-style-type: none"> • Awareness of paraoptometric capabilities through public education • 	<p>The AOA is your champion. The association promotes:</p> <ul style="list-style-type: none"> • Awareness of paraoptometric capabilities through public education

VI. Tactics & Implementation

[How will you carry out your strategies? Address each. List tactics (activities), staff/volunteer responsibilities, and a timetable.]

[Example – Strategy #2. Targeting the new practitioner.]

The New Paraoptometric		
Goal: Recruit 10 new paraoptometrics		
Tactics	Message	Available Materials & Resources
<ul style="list-style-type: none"> ▪ Direct mail, letter & e-mail ▪ One-on-one personal selling ▪ Social networking/special events. 	<p>Career Success.</p> <p><i>“Don’t just envision a successful future. Let the AOA help you achieve it.”</i></p>	<p><u>AOA</u></p> <p>Drive for 65 Tool Kit</p> <p><u>Printed Pieces</u></p> <ul style="list-style-type: none"> ▪ New Member Kit ▪ Benefit of the Month <p><u>Online Sources</u></p> <p>Optometry’s Career Center® (OCC) www.occ.org</p>

12-Month Action Plan		
Timeline	Action	Responsibility
Immediately	Obtain list of new paraoptometric programs from Colleges with paraoptometric programs.	
1 month	Compile contact (mail/email) list. Assign candidates to staff/volunteers	
2 months	Concept, create and mail postcard teaser.	
3 months	Send each prospect a personal letter/invitation to an upcoming meeting. Follow up with personal telephone invitation. Make arrangements to meet at practice or place of work. Discuss how association can assist in career success. Compile custom packet of information/resources.	
4 months	Welcome prospect at local meeting. Make networking introductions.	
6 months	Continue grooming prospective members; selling the association's career guidance/practice assistance benefits.	
7 months	Send thank you letter for joining. Restate affiliate/AOA accomplishments for year.	Membership director or Executive director
8 months	Make offer/recommendations for committee involvement.	
9 months	Follow up to inquire on to-date association experience. Promote advocacy successes.	

10 months	Letter or personal phone call to assess overall association value and what's needed to keep the new member involved.	
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VII. Evaluation

[Give your efforts about six months. Note what tactics and messages have worked and which haven't. The ultimate measure of success is adding and retaining members.]

Make Membership Marketing Effective

Three essentials to developing your plan

You don't have to be a marketing expert to engage successful marketing campaigns and strategies. As you develop a plan, follow a few fundamental rules. You'll soon be on the road to success.

1. Understand the needs of your members.

Understanding and anticipating member needs is critical to an association's survival. In today's environment of strained economic growth and rapid change, there is competition for scarce time, money and attention. To remain relevant, organized optometry must meet the needs of today's paraoptometricians. Therefore, it's essential to understand and address the needs of paraoptometricians in a practice setting.

2. Define your market segments.

Today's association cannot be all things to all members. Categorize or "segment" your member and potential member audience. Then, develop finely tuned strategies to meet the needs of each segment. One-to-one contact and experience with members is an invaluable asset. So, use your first-hand knowledge to dissect your membership market into broad segments according to their overall needs.

3. Create strategies for each market segment.

Go deeper into the needs of each segment by identifying sub-target groups with differential needs. Strategies for reaching your market segments should include the following:

a) Product/service analysis

How does membership in your organization satisfy these needs? What specific products or services are offered to members that address individual needs?

b) Prospect List

Sources abound, including former association member records, convention attendee registration lists, state licensing board lists, and new graduate lists from schools of optometry. Make sure the lists you use are routinely updated.

c) Key Messages

Prepare key messages to match the interests, culture and languages of member segments. Your key messages should be precise and always demonstrate the value of membership.

d) Methods of Communication

What is the best way to communicate your messages to this market segment? Choices include email, direct mail, trade publications (ads or articles), brochures, letters and more.

Remember, all membership marketing efforts should center on satisfying the diverse needs of the member. A well-planned and well-communicated marketing strategy will be the driving force to increasing your association's market share.

Display type:

The AOA provides resources to help you in all aspects of developing your marketing plan. To learn more, contact PS@aoa.org.

Reasons to Join

Some reasons paraoptometrics join organized optometry:

“The association offers resources and tools that have advanced my career.”

“I believe it is my duty to support my profession.”

“My friend is a member.”

“I enjoy getting __OA publications in the mail.”

Things to discuss...

- **How membership in the association will benefit your colleague. Be specific.** This is where your listening skills come in. Shape your discussion of benefits to fulfill any needs that have been identified. Example: don't focus on association-sponsored insurance programs if the prospect is interested in legislative activity and future scope enhancement.
- **Tell your colleague why you're a member and how your membership has been helpful to you, personally and professionally. Be specific.**
- **Personalize the benefits.** The recruiter should be able to talk about not only the service or activity of the association, but more importantly, how the prospect directly benefits from the services. **Be specific.**

Do not dictate that it is “their duty as an optometrist,” or that it is “their obligation” to become a member (even if you think so) because they may not feel this way. Not all members are alike.

- **Don't memorize an approach.** People recognize when a speech is “canned.” Take a list of key benefits with you and focus on those areas in which your colleague indicates his/her interest or need.
- **Be courteous of your colleague's time and schedule.** Stay within your appointed time.

Adding the Personal Touch: *Different approaches...*

- **A benefits approach**
“As an association member, you will receive...that will help you to...”
- **A conditional invitation approach**
“Come to the meeting with me next Thursday and see for yourself...”
- **A single-issue approach, based on a known interest**
“I know how interested you are in getting involved with vision screening. Our society needs another person on their committee to coordinate...” or “__OA is currently developing...”
- **A problem-oriented solution approach**
“We've all been working to achieve TPA legislation for California. Even though SB929 passed, there is still more work to do. If we could unite our efforts...”
- **Networking approach**

“As a new paraoptometric in California, this meeting will give you an opportunity to meet...” or “find out about...”

- **Old buddy/new buddy approach**

“I’d like to meet you for coffee early and then we can go to the meeting together.”

- **Become involved approach**

“I know that you are concerned about...would you be interested in serving on this committee/task force that’s working on the issue?”

- **An appeal to opportunities for leadership**

“__OA needs input from concerned members like you. Leadership positions come from members who take active roles in the association.”

Answering the ‘No’ and ‘Yes’ to Membership...

“No. I do not want to join.”

- **That’s okay.** Qualify the turndown.
- **Ask why and remember to listen.**

Inquire why the paraoptometric chose not to join (this may help you in the future to fine tune your approach). “I can understand that you may not want to join right now. Would you mind sharing the reasons why?”

- **Don’t push.**

There will be other opportunities to re-approach membership in the future and to reinforce benefits that meet his/her needs.

- **Say “thank you.”** Always thank the prospect for his/her time and attention: at the end of the meeting, at the end of a phone call, follow-up with a note. Always be professional.

“Yes. I want to join the __OA.”

- **Encourage your colleague to complete the membership application form NOW.** Make sure you get a signature.

- Offer to mail it for him/her.

- If your colleague wants to fill it out “later” try to set a specific time to get it back.

- **Say “thank you.”** Always thank the prospect for his/her time. Remember to stay in touch.

You’ve recruited a new member. What now? Welcome the new member and get them involved!

“The more a member participates or uses member benefits, the more likely that member is to retain membership. When members perceive they are getting value, they retain membership. The more benefits used by a member the closer to the association he or she will be.”

Arlene Farber Sirkin and Miriam T. Meister, CAE, “Retention Marketing,” Membership Marketing, ASAE, 2000, page 68.

Step-by-Step Campaign

Optometry presently is undergoing a demographic shift where applying fundamental marketing to recruit new members is becoming imperative. Please read and use this basic information to better understand your optometric audience. Then, build your custom campaign and tailor your messages to match your prospective member's needs and interests.

1. [Understand the needs of your members.](#)
2. [Define your market segments. Tailor your message.](#)
3. [Create strategies for each market segment.](#)
4. [Develop and execute tactics that communicate, demonstrate and reinforce value.](#)

Core Needs/Wants

It is essential to understand and address the needs of paraoptometric in every possible practice setting.

Personal Professional Needs		
Established Paraoptometric AOA PS Member	Non-Member	New paraoptometrics
<ul style="list-style-type: none"> ▪ Keeping pace with new technologies ▪ Continuing education ▪ Sense of community 	<ul style="list-style-type: none"> ▪ Continuing education ▪ Networking opportunities ▪ Career info/job placement assistance 	<ul style="list-style-type: none"> ▪ Current information for the profession; resources available ▪ Career info/job placement assistance ▪ Networking opportunities
(How paraoptometrics organized optometry to impact the profession.)		
AOA PS Member	AOA PS Non-Member	New paraoptometric
<ul style="list-style-type: none"> ▪ Build capabilities awareness – (consumer and medical professionals) ▪ Advocate ▪ Educate the public on eye health <ul style="list-style-type: none"> ▪ Promote the profession 	<ul style="list-style-type: none"> ▪ Build capabilities awareness – (consumer and medical professionals) ▪ Advocate ▪ Promote the profession 	<ul style="list-style-type: none"> ▪ Build capabilities awareness – (consumer and medical professionals) <ul style="list-style-type: none"> ▪ Advocate ▪ Equal Pay

Market Segmentation

Today’s association cannot be all things to all members. Categorize or “segment” your member and potential member audience. Then, develop finely tuned strategies to meet the needs of each segment. One-to-one contact and experience with members is an invaluable asset. So, use your first-hand knowledge to dissect your membership market into broad segments according to their overall needs.

Tailor the Message

What may interest an established OD may not necessarily interest the new practitioner. However, career success is a universal desire. Tailor your message to match professional needs/wants. The following key messages were developed from recent AOA research findings.

Key Audience Messages		
Established Paraoptometric	PS Non- and Former PS Member	New Paraoptometric
<p>Advocacy –</p> <p>The AOA supports your chosen profession.</p> <p>Promotion of the Profession</p>	<p>Career Success –</p> <p>The association is your center for career success. Tap its exceptional offerings:</p> <ul style="list-style-type: none"> ▪ Quality Continuing Education Programs ▪ Networking Opportunities ▪ Career Info/Job Placement Assistance 	<p>Career Success –</p> <p>The association is your center for career success. It offers you</p> <ul style="list-style-type: none"> ▪ Guidance ▪ Information ▪ Job Placement Assistance ▪ Networking Opportunities
<p>Career Success –</p> <p>The association is your center for career success. Tap its exceptional resources:</p> <p>Continuing Education</p> <p>Mini-conferences & local seminars</p> <p>Sense of Community</p>	<p>The AOA is your champion.</p> <p>The association promotes:</p> <ul style="list-style-type: none"> ▪ Awareness of paraoptometric capabilities through public education 	<p>The AOA is your champion.</p> <p>The association promotes:</p> <ul style="list-style-type: none"> ▪ Awareness of paraoptometric capabilities through public education

Strategies and Tactics

- A direct mail campaign followed up by a personal telephone call.
- A personal invitation to dinner or a lobbying effort.
- Invitations to meetings and special events.
- Successful recruitment campaigns are planned.

Use this tool kit and choose from a host of proven membership development tactics used in Florida, Ohio, Missouri and California. However, strategies for reaching your market segments should include:

- a. Product/Service Analysis**
What specific products or services are offered to members that address individual needs?
- b. Prospect List**
Non-member sources abound, including former member records, convention attendee registration lists, state licensing board lists, and new graduate lists from schools of optometry. Make sure the lists you use are routinely updated.
- c. Key Messages**
Prepare key messages to match the interests and culture of member segments. Your key messages should be precise and always demonstrate the value of membership.
- d. Methods of Communication**
What is the best way to communicate your messages to each market segment? Choices include face-to-face interaction, email, direct mail, trade publications (ads or articles), brochures, letters and more.

“Be One. Get One.” Campaign Steps

This 10-step process is designed around three fundamental techniques – personal selling, common interests and conveying the value of organized optometry.

Step 1 – Compile a list. Develop a database.

Update your list of affiliate members and non-members. Include names, addresses, and contact information – email, FAX, telephone and mobile phone numbers, etc. If you don’t have a workable member database, create one now.

Step 2 – Bring *everyone* into the communication loop.

Send *weekly updates* to all members AND non-members. Keep everyone informed about the week-to-week happenings of your affiliate.

Step 3 – Appoint a membership director if you don’t already have one.

Choose a trustee to be your membership director – one who is organized, outgoing and motivated. This post requires excellent interpersonal relations, because this person will function as a liaison with non-member doctors.

Step 4 – Categorize your non-member prospects.

Do a little research and break your non-member list into categories. Examples include:

- Career stage (age and/or gender)
- Practice modality
- Area(s) of interest

Follow up by finding common ground. Identify school and/or educational background. Then, find an active member or members of your team who know each listed non-member or former member prospect.

Step 5 – Assign a liaison.

Assign an active, participating member to serve as your association contact or liaison. When possible, pair people who are acquainted with one another, or who have similar backgrounds or interests. Assigning more than one prospective member to a given member may be necessary. Be careful not to overload. Making contact is time-consuming. In larger affiliates, it’s advisable to spread the non-members/former member list among the leadership board and active involved members. Delegate duties to streamline the effort.

Step 6 – Make personal contact.

There’s no substitute for the personal touch. Have each liaison hand write a short, personal note to the nonmember or former member. This note will:

- Serve as an introduction
- State that he/she is *their personal* association contact
State that the association exists to assist in making every optometrist successful
- Mention that every OD is a member of the special optometric community
- State that he/she will be calling with an invitation to upcoming events and to offer up-to-date information on today’s optometric issues
- Have each liaison follow up with a brief, personal introductory phone call. Items to discuss include upcoming meetings and contact information.
- If the non-member is amenable, invite them to lunch or coffee anything to open the door and welcome a new member.

Step 7 – Arrange a personal meeting.

“One-on-one” personal contact is invaluable. Have your liaisons arrange to meet at the non-members place of work/practice. Some ideas to touch on include:

- Stressing that the AOA is a resource for career success
- Stressing that mode of practice is unimportant and that the group wants them to be a member

- Finding common ground
- Emphasizing the importance of staying in the professional communications loop – make sure to
- get updated contact information
- Again, explaining that the association exists to further their career
- Tailoring the message – resources, advocacy, clinical information
Asking them to attend the next meeting
- Getting input on their “beefs,” “issues” and interests. (Encourage sincerity.)
- Discussing all recent legislative issues, getting their input and “grass roots” support
- Bringing a “membership package” and explaining career resources, advocacy efforts and
- public health initiatives
- Discussing your affiliate’s different membership options (part-time, new practitioner) if
- applicable
- Referring them to your affiliate and the AOA Web sites
- Discussing with all new graduates the different easy-adjustment fee schedules

Step 8 – Follow up with personal phone calls.

Each “liaison” should be responsible for personally calling their appointed non-member *each and every time* there is a meeting or function. Make sure that everyone is following through with this. Have someone within your organization keep track.

Step 9 – Make monthly reports.

Have each liaison make a brief report to your membership director of the contacts they’ve made via by snail mail, e-mail, phone, and in person. If necessary, ask several members to place a quick “Hello, hope to see you at the next meeting” call if possible.

Step 10 – Encourage sincerity. Sell value.

If a non-member repeatedly declines the invitations to get together with their liaison or to attend local meetings, try to find out their reasoning. If a non-member has problems with the local or state association and wants to vent to the liaisons, by all means encourage them to do so.

Remember that “deep-seated” out-dated reasons often keep prospective members from joining. Whether the reasons are real or imagined they must be addressed. So, treat each non-member as an individual and sell them on what the AOA can do for them now. We all have one goal: bettering and preserving the profession of optometry!

MEASURING YOUR SUCCESS

The road to membership growth can be achieved with proper planning and dedicated effort. Follow these steps to help ensure that you reach your final destination:

1. KNOW YOUR MARKETSHARE

What percentage of all paraoptometrics in your state are currently members of organized optometry? 90%? 75%? 50%? If you can correctly answer this question, then you have identified your affiliate's current market share. Your market share indicates the effectiveness and the relevance of your organization. It should be routinely assessed and well-communicated to the leaders of your organization.

2. SET YOUR MEMBERSHIP GOAL

On the map to membership success, your market share tells you "YOU ARE HERE". Use this knowledge to set your membership goal and route your way to success. Your goal should be achievable, well-communicated and based on a solid understanding of what is needed to succeed.

4. COUNT YOUR MEMBERS

There are a number of factors to consider when tracking your membership growth. The American Society of Associations Executives provides helpful guidelines and suggestions for accurately counting your members:

When is a member a member? A dues invoice sent by you does not make a new member. The critical evidence of membership is dues payment. Only count new members upon receipt of payment. Likewise, a member is only reinstated upon payment.

Dropped members - Many dropped members reinstate within three months. Always drop them from your count anyway on the day their membership expires. You can count them as re-instated members later upon receipt of their payment

Re-instated Members – It is essential to keep re-instated members separate from new members in order to accurately track membership growth.

5. TRACK YOUR GROWTH

SAMPLE Monthly Membership Report		
Current Members (at the beginning of the month)		540
New Members (gained this month)		13
Dropped members	-15	
Re-instated members	10	
Net Loss of members		-5
CURRENT PAID MEMBERS		548

Membership recording methods vary widely among associations. No matter what format you use, accuracy and timeliness is essential to tracking your growth. If membership records are consistently updated, you should be able to produce end-of-month reports like the above sample. Your rate of membership growth can be calculated by monitoring the total number of CURRENT PAID MEMBERS over a period of time.

KEEP YOUR EYES ON THE PRIZE

Don't be discouraged if your membership counts do not immediately reflect your current recruitment efforts. It takes time to grow your membership and you may not see the results for six to twelve months. Persistent recruitment efforts and accurate record keeping will help ensure your success. So set your goal and be sure to celebrate all your small victories on the way to your ultimate goal.

Membership Retention

Retaining members is as important as recruiting them. So, keep your retention efforts ongoing and methodical. Retention activities should begin immediately when a new member joins. It helps to ensure a sense of belonging and capitalizes on the individual strengths they bring to the organization.

A few key points:

- Keeping a current member is easier and less expensive than recruiting a new one
- Active new members are more likely to renew than those who remain on the sidelines
- With long-term members, you're continually challenged to reeducate them about benefits and services.
- The number of potential retention activities is unlimited, but personal contact is the most effective.
- Develop a service philosophy that permeates all activities – from handling requests, to responding to complaints, to eliciting member input.
- A member who drops because of poor service or poor treatment is a walking testimonial against the association.

Congratulations. You've recruited a new member. What now?

12-Month Retention Action Plan		
Time from Join Date	Action	Responsibility
Immediately	Welcome letter	Executive director
2 weeks following receipt of dues payment	New Member Kit -directory - benefits guide - Web access information	
1 month	Personal phone call	Executive director
2 months	Visit to member's practice or place of work. Complete New Member Information Form. Explain benefits	Recruiter or membership chair
3 months	Personal invitation to meeting.	

6 months	New Member Survey	Recruitment chair
7 months	Invitation to join a committee or special interest group	
10 months	Thank you letter for being a member. Restate affiliate /AOA accomplishments for year.	Executive director
11 months	Thank you for renewing letter with invoice.	Membership director or Executive director
12 months	Letter or personal phone call to assess association value and what's needed to keep the new member involved.	Membership director or recruiter

APPENDIX A

SAMPLE LETTER TO STATE OPTOMETRIC ASSOCIATION

DATE

John Smith, O.D.
President
Mid-State Optometric Association
123 Main Street
Anywhere, US 01234

Dear Dr. Smith,

I would like to formally introduce myself to you and the current MSOA board. My name is _____.

I was elected as Chair/President of the Mid-State Paraoptometric Association in (date). (At this point you can take the opportunity to give a little background of your association). I'm writing for you to consider my request for a small amount of time at your next Board meeting. I would take that opportunity to update the MSOA on the status of our Paraoptometric Association, our accomplishments of the last year and our goals for the upcoming year.

I would also like to ask the Board how our Association could assist the MSOA. We would like you to know that we are here to help with any issues you may have, from education and certification to employee retention. It is important to the MSPA to have close communication with the MSOA.

Thank you for your consideration of my request. I will contact you later this week to discuss any details.

Cordially,

Sandra Smith, CPOT
c/o Tom Johnson, O.D.
Anywhere, US 01234

APPENDIX B

SAMPLE FOLLOW UP LETTER TO STATE OD's

DATE

John Smith, O.D.
789 Congress Street
Anywhere, US 01234

Dear Dr. Smith,

First let me thank you for allowing me to address you at your last Optometric meeting. I'm writing to you as a follow-up to my address. If you should have any questions regarding our Paraoptometric Association, the education we provide or most important, how we could help you and your staff in your practice, please do not hesitate to contact us.

As I mentioned our organization can provide (include all the tools your organization has, i.e. education, networking, connection with the AOA-PS, etc.)

I appreciate your time and look forward to hearing from you.

Cordially,

Sandra Smith, CPOT
c/o Tom Johnson, O.D.
123 Main Street,
Anywhere, US 01234

Ideas for Increasing Membership

- Discuss your association at your State Optometric Association meeting
- Be a guest speaker at your state's next Optometric Association conference.
- Follow up letters to ODs that attended the conference
- Mailing to all ODs in your state.
- Mailing to ODs Office Managers
- Place an article in your state optometric association's newsletter
- Plan a social event in your state and invite all ODs to send their staff
- Start a social network in your state on Facebook or Twitter.
- Send a Press Release to your local newspaper when you have your meetings or upcoming events.