

1) Be an ambassador.

Membership is everyone's responsibility.

2) Listen to prospective members' professional needs and interests.

Try to match their needs with SFM benefits that most closely meet them.

- Access to the most up-to-date information available in the profession
- Professional development and educational programs
- Opportunities for networking with others in the industry
- Access to career information and employment opportunities
- Opportunities to gain leadership experience

3) Make it personal.

Tell your story. Why did you join? Why do you continue your membership? What value do you receive as a member?

4) Be a promoter.

Word of mouth, especially from a colleague, has a profound influence on the decision to join. Share names of other acquaintances and colleagues who are already members.

5) Joining immediately makes them part of a respected professional community.

Both members and non-members describe SFM as professional, credible, knowledgeable, reliable and important.

6) Connect the prospective member with other members.

Get them involved in the association. If the prospective member is willing to receive e-mail, ask a few other SFM members to e-mail an invitation to join and to share their stories about the value of SFM membership.

7) Make them aware of the resources available from SFM.

Suggest they explore the SFM Web site <http://www.sfm-online.org/>. Let them know about the 'Toolkit' and Career Center.

8) If at first you don't succeed, try again.

Maintain contact; things change and you never know when opportunity may knock!

9) The Association has membership categories to accommodate all who are interested in the profession.

Active, Associate, Student and Retired. Remember, member value will vary with each group.

10) SFM's Member-Sponsor-A-Member campaign rewards you.

Get rewarded for connecting a friend or coworker with an organization that you value. Remember to explain some of the SFM benefits, education, networking, knowledge, resources and career opportunities.

11) Membership retention begins immediately!

If each member recruited one new member it would be a tremendous investment in the future of the Society and the on-site foodservice profession.

