Shape Your Future,
Shape Their Future

2007-2008 Membership Guide
This marketing guide provides an overview of the NAESP Membership Campaign for the 2007-2008 membership year.

The 2007-08 NAESP membership theme, **Shape Your Future, Shape Their Future**, is designed to enhance, and give meaning to the NAESP membership campaign. This NAESP Membership and Marketing Guide provides an overview of the NAESP membership campaign ideas, activities and strategies that will direct the 2007-08 membership year.

In developing membership and marketing materials for this campaign the focus is on what’s in it for the member. The emphasis is on the outstanding benefits members receive. Each prospective member must be provided the information in a clear and concise way to answer the questions, ‘How can membership help me be a better leader?’ and ‘How can membership help me to shape my future?’ As a state leader and membership recruiter, your work will shape the future of the generations of principals to follow through their contributions to the profession, as well as to the students they serve.

Membership is the heart of any association. The initial contact with a prospective member is the critical first impression that will set the tone for the future relationship. Planning that initial contact is integral to a membership development plan. The key elements are to set objectives for retention and recruitment, think through the strategies to be used, and develop a timeline and budget for implementation. This guide will help you to achieve this goal. Working together, we can increase our membership and reach the goals of the campaign. Growth, as measured numerically, is healthy and good for an organization. But, even more than that, growth describes the momentum of the organization. The opportunity to refresh, recharge and do more by working together. New members become new leaders…in the classroom, in the school and in the Association.

Membership can be one of the most rewarding and exciting roles a person can serve. It is one of the few roles where every day you know whether or not you are successful. In membership, the measurements of your success are in front of you all the time. If you have a plan as outlined in this guide, along with enthusiasm and passion for the Association, you can follow your goals and take pride in achieving them. And, remember that NAESP is here to help along the way as you enjoy your success.

*The secret of success in life is for a man to be ready for his opportunity when it comes.*

- Benjamin Disraeli
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  Maximizing myNAESP experience PowerPoint©
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More Stuff!
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  Branding
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  Print ads and publications
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Welcome to your Membership Guide for 2007-08!

This section includes the following:

✓ Introduction, Gail Connelly, Executive Director

✓ NAESP 2007-08 Campaign Goals

✓ CD Contents Page

✓ Fall Campaign Activities (see enclosed brochure)

The mission of the National Association of Elementary School Principals is to lead in the advocacy and support for elementary and middle level principals and other education leaders in their commitment to all children.
July 2007

Dear State Leaders:

Facing the challenges of school leadership can be lonely and balancing the needs of staff, students, and parents along with budgeting time and resources can be overwhelming. You already know that being an NAESP member gives you the support system you need to face these challenges. That is why we are proud to announce the 2007-08 Membership Campaign, Shape Your Future, Shape Their Future. Principals can take charge of cultivating and sustaining their professional leadership and ensuring a bright future for the children of our nation through their membership.

As State Leaders, you work with your affiliate Boards of Directors to deliver the NAESP message throughout your state. You are sometimes the first and most personal contact our members have with the Association. As you participate in the Fall membership campaign to recruit new members, it is useful to review the latest membership benefits. Membership in NAESP provides incredible services, including award-winning publications, such as Principal magazine, legal benefits protection, professional development programs, full access to NAESP online at, www.naesp.org, advocacy in Washington, and valuable discounts on National Principals Resource Center materials and NAESP Convention registration. You can review all of NAESP benefits at www.naesp.org/memberservices.

Our highest priority is to help you make membership meaningful to all principals. The link to the State Leaders Only Web site is http://web.naesp.org/stateleaders/ (login required). There you can find the latest membership statistics in addition to other State Leader information, such as current policies, procedures, resources, and the State Leader Directory.

NAESP values the commitment each state leader has to membership and the visionary role that you play. We want you to know that NAESP is here to help you in your role with the national as well as to your state organizations. Remember – Our Principal Mission is YOU.

Sincerely,

Gail Connelly  
NAESP Executive Director
Campaign Goals 2007-2008

1. Increase membership for both state and national association.
2. Strengthen our state and national partnerships.
3. Extend our reach to help all K-8 principals understand the value of membership in both their state and national professional associations.

Campaign Strategies for 2007-08

Recruitment Strategies
Strategies to be employed, including those for new members (welcome calls, new member kits, special offers, new member survey):

- **Responsive**: Responding and following-up on inquiries
- **Activity based**: Opportunities related to program participation
- **Proactive**: Targeted mailing, affiliate support

Direct Mail Campaign
A direct mail campaign will be conducted for the 2007-08 campaign year to:

- Increase awareness of the benefits of membership, including the networking, advocacy representation and informational resources such as Principal magazine.
- Encourage prospects to get connected and protected along with their member colleagues to gain shared professional support and knowledge
- Invite prospects to join both the state and national associations

Member-Get-a-Member Campaign
A national Member-Get-a-Member campaign will be conducted with affiliated state associations. The focus is on the value of state and national membership with emphasis on:

- Increasing job effectiveness
- Networking
- Legal protection
- Staying current on educational issues

National Awareness Campaign
A national awareness campaign aimed at non-member K-8 principals and assistant principals including:

- Advertising
- Email
- Exhibiting and presenting at national conferences

Member Renewal Campaign
A campaign to focus on member renewal will include ComNet Marketing Services, a telephone marketing company, renewal letters (60 days prior; 30 days prior; renewal month; and, post-renewal month), as well as two emails to members who are lapsed and about to lapse.

- Special communications to members
- Renewal mailings
- Telephone follow-up to non-renewals
- Lapsed member survey
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Reach Out

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Exhibiting at State Conferences and Meetings
Overcoming Objections
Shared Membership Ideas

More Stuff!

Act of Listening and Responding
Branding
Logos and Slogans
Print ads and publications
Internet
Surveys
Checklist for Success
NAESP Platform
Key Contact Sign-Up Form
NAESP Letterhead Stationery
NAESP logo
NAESP 87th Annual Convention logo
Be Ready

…and prepared!

Alice: Would you tell me, please, which way I ought to go from here?
Cheshire Cat: That depends a good deal on where you want to get to.
Alice: I don’t much care where.
Cheshire Cat: Then it doesn’t matter which way you go.

-Alice in Wonderland, by Lewis Carroll

This section of the guide provides the framework for membership recruiting by giving the specifics of this membership campaign year and NAESP that you will need as a state leader.

✓ NAESP Board of Directors
✓ NAESP Zone Map
✓ State Leaders’ Roles and Responsibilities
✓ State Representatives’ Directory
✓ NAESP Membership Staff Contact List
✓ Designated Recruiter Form
✓ Promotional Materials Order Form
✓ Prospect Contact Log Form
✓ Membership Form
✓ State Affiliate Conference Calendar
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NAESP State Leaders’ Roles & Responsibilities

The National Association of Elementary School Principals wholeheartedly believes that strong state affiliate associations are essential to a strong national association. Bylaws, policies, and programs all stress a close working relationship between affiliates and NAESP.

Emphasizing this point is the State Leaders Conference, conducted each year in the Washington, DC, area. The conference gives state leaders the opportunity to meet and review the past year’s accomplishments, and to plan state and national activities for the year ahead. Leadership training, membership promotion, and insights into Capitol Hill are major components of the conference. All affiliate leaders are invited to attend.

The roles of affiliate leaders are typically defined by each affiliate in relation to their governing structure and their programs and activities. Two positions required for affiliation with NAESP are the NAESP Representative and the NAESP Federal Relations Coordinator. The roles and responsibilities of these two positions are specified by NAESP and are presented in this section of the handbook.

All affiliate leaders are urged to examine closely the category of “Shared Responsibility” appearing in the statement on the Role of the NAESP Representative. Full participation by all affiliate leaders in implementing these responsibilities will significantly contribute to the overall effectiveness of the Association.

Role of the NAESP State Representative

An effective NAESP Representative is vital to the success of the organization. The role of the NAESP Representative is broad and consists of four basic categories of duties and responsibilities:

1. Those mandated by the NAESP Bylaws;
2. Those mandated by policy, affiliation agreements, or Delegate Assembly rules and procedures;
3. Those the Board of Directors recommends be assumed; and,
4. Those that may be shared with other state leaders as determined by the state association.

The NAESP Representative is directly responsible for the duties listed in Categories 1 and 2 and is accountable for the responsibilities specified in Categories 3 and 4, whether performed by the NAESP Representative or others.

Category 1: Mandated by Bylaws

1. Advises the Board of Directors, through the Zone Director, concerning state recommendations on national policies and programs;
2. Serves as a delegate to the Delegate Assembly;
3. Meets with other NAESP representatives to elect the Nominating Committee;
4. Coordinates the association membership campaigns within the respective states; and,
5. Serves as liaison between the NAESP and the recognized state associations.

Category 2: Mandated by Policy and Rules

1. Attends and participates in summer NAESP State Leaders Conference;
2. Notifies NAESP of the person responsible for all joint NAESP/state membership programs within the state;
3. Participates in all joint NAESP/state membership programs within the state according to state association policy;
4. Monitors compliance of NAESP and state affiliate to the provisions of the Affiliation and Membership Agreements and makes an annual report on compliance to both state and national associations;
5. Serves as either voting or nonvoting member of appropriate state association governing body as specified in the Affiliation Agreement; and,
6. Submits NAESP State Representative’s Activity Report to Zone Director as specified.

Category 3: Recommended

1. Notifies the state of field service available from NAESP;
2. Attends and participates in zone meetings whenever possible;
3. Encourages members to avail themselves of NAESP advocacy programs (legal assistance, individual and group counseling, management team and negotiations workshops, state association assistance, federal representation, contract review);
4. Includes information about NAESP advocacy efforts in the state newsletters, speeches, or reports;
5. Publishes regular reports of NAESP activities in state publications;
6. Sets up and staffs an exhibit or table-top display at state association conventions to display NAESP products and program information and promote NAESP membership (See page 112 of the State Leaders Handbook for a form to use in requesting promotional materials from the NAESP headquarters office.);
7. Establishes a state membership promotion/recruitment network including the NAESP representative, the state executive director, and field representatives, and provides the network with appropriate materials, supplies, and information; and,
8. Promotes membership and participation in both the state and national associations as an obligation of every principal to help build and strengthen the profession.

Category 4: Shared Responsibilities

1. Communicates actions of the Board of Directors to appropriate state association governing bodies;
2. Recommends potential candidates to the Nominating Committee;
3. Encourages member participation in NAESP elections;
4. Recommends qualified potential committee members to the NAESP President;
5. Informs state of NAESP committees’ charges and activities;
6. Recommends convention program participants;
7. Requests field service from NAESP;
8. Evaluates field service provided by NAESP;
9. Advises NAESP of advocacy opportunities within the state;
10. Encourages members to submit news, research, or articles for NAESP publications;
11. Notifies NAESP of state news, accomplishments, or achievements that should receive national publicity;
12. Recommends themes, articles, or authors for future NAESP publications;
13. Stresses and seeks ways to maximize two-way communication between state and NAESP;
14. Publicizes within state NAESP special services such as group insurance, NAESP MasterCard, award programs, etc.,
15. Informs members of availability of NAESP information and research programs;
16. Advises NAESP of professional development and in-service needs of the state; and,
17. Publicizes NAESP conventions, workshops, and seminars.
Role of the State Editor

Since communication with members is a fundamental goal for any organization, the editor of the state organization publication is a position critical to that organization’s success and is a vital connecting link with other organizations.

First and foremost, the State Editor is responsible for communication with members within the state by editing and producing the state organization's publication on a regular basis; encouraging members to submit articles for the publication—and for NAESP publications—and maintaining communication on a national basis among the states and with the national organization.

To the extent possible, a State Editor shall:

1. Convey information that meets the common goals of both associations, which could include: articles from "Dateline NAESP," an information service of the NAESP Communications staff; reports and highlights from national and NAESP meetings attended; and information furnished to the State Editor by the NAESP State Representative;
2. Ensure that the state publication includes a statement to the effect that the state organization is affiliated with NAESP, such as: "An affiliate of the National Association of Elementary School Principals";
3. Attend and participate in NAESP State Leaders Conference and National Convention whenever possible in order to gather information for the state publication and attend workshops and information sessions specifically designed by NAESP for State Editors. Act as session presiders and representatives of state organizations at these meetings; and,
4. Distribute state publication to other state associations and their editors, NAESP headquarters, and members of its Board, in order to enhance communication among the states and NAESP. Mailing labels for state associations and Board will be furnished by NAESP upon request.

Role of the NAESP Federal Relations Coordinator

1. Makes and fulfills a commitment to be active on legislative matters and responds to all NAESP requests for interaction with U.S. Senators and Representatives;
2. Urges other members to participate in grassroots activities;
3. Works closely with NAESP Government Relations in implementing the Key Contact Program;
4. Secures at least one contact person for every Senator and Representative in that state;
5. Keeps up to date on federal relation issues;
6. Establishes and uses a telephone, fax, or e-mail fan-out system for effective communication;
7. Informs the state association and its members of federal issues and needed actions;
8. Recommends state association action on federal issues where appropriate;
9. Encourages state association financial support of federal relations activities; and,
10. Keeps NAESP informed of state concerns on federal issues.
State Representatives Directory

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SHAPE YOUR FUTURE, SHAPE THEIR FUTURE  *  2007 MEMBERSHIP GUIDE

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Phone: 419.782.3705
dadlatta@mac.com
Oklahoma Association of Elementary School Principals/CCOSA
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Tishomingo Elementary School
1300 East Main
Tishomingo, OK 73460
Phone: 580.371.2548 Fax: 580.371.3765
gwebb@tishomingo.k12.ok.us

Oregon Elementary School Principals Association/COSA
Bob Goerke
Kelly Creek Elementary School
2400 Southeast Baker Way
Gresham, OR 97080
Phone: 503.663.7483 Fax: 503.663.7491
bob_goerke@gbisd.gresham.k12.or.us

Pennsylvania Association of Elementary and Secondary School Principals
Joseph Foriska
Stevens Elementary School
822 Cucible Street
Pittsburgh, PA 15220
Phone: 412.928.6559 Fax: 412.928.6554
jforiska1@pghboe.net

Rhode Island Association of School Principals
Nancy Nettik
West Kingston Elementary School
3119 Ministerial Road
West Kingston, RI 02892-2012
Phone: 401.360.1130 Fax: 401.360.1131
nancynettik@yahoo.com

South Carolina Association of School Administrators
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Summerville Elementary School
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Summerville, SC 29483-5913
Phone: 843.873.2372 Fax: 843.821.3988
gsires@dorchester2.k12.sc.us

South Dakota Association of Elementary School Principals/SASD
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Tennessee Principals Association
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4160 Karen Cove
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whiter@mcsk12.net

Texas Elementary Principals and Supervisors Association
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Coppell, TX 75019
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mlukert@coppellisd.com

Utah Association of Elementary School Principals
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East Meadows Elementary School
1287 S. 2130 East
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Phone: 801.798.4015 Fax: 801.798.4022
dwight.liddiard@nebo.edu

Vermont Principals’ Association
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Lyndon Town School
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Lyndonville, VT 05851
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davec@lyndon-school.org

Virginia Association of Elementary School Principals
Jim Baldwin
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14400 New Braddock Road
Centreville, VA 20121-1605
Phone: 703.227.2600 Fax: 703.227.2697
james.baldwin@fcps.edu

Elementary School Principals Association of Washington/AWSP
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Island Park Elementary School
5437 Island Crest Way
Mercer Island, WA 98040-4647
Phone: 206.236.3410 Fax: 206.230.6251
kathy_morrison@misd.wednet.edu

SHAPE YOUR FUTURE, SHAPE THEIR FUTURE † 2007 MEMBERSHIP GUIDE
West Virginia Association of Elementary and Middle School Principals
Karen Vickers
6528 McCorkle Avenue
Charleston, WV 25304-2922
Phone: 304.348.1975 Fax: 304.348.1976
kvickers@kcs.kana.k12.wv.us

Wyoming Association of Elementary School Principals
Kenny Jones
Parkside Elementary School
160 N Evarts St.
Powell, WY 82435-2730
Phone: 307.754.5187 Fax: 307.754.8103
kjones@park1.k12.wy.us

Association of Wisconsin School Administrators, Inc.
Mark White
Hintgen Elementary School
3505 South 28th Street
La Crosse, WI 54601-7962
Phone: 608.789.7767 Fax: 608.789.7173
mwhite@sdlax.k12.wi.us
NAESP Membership Staff Contact List

NAESP Membership Staff

We are here to be of service to you at anytime this year, so please call on us.

Carol Riley • Associate Executive Director, Membership and Leadership Services • 703-518-6271 • criley@naesp.org

Denise Taylor • Director, Membership and Volunteer Development • 703-518-6287 • dtaylor@naesp.org

Cynthia Demery • Assistant, Membership Projects • 703-518-6247 • cdemery@naesp.org
(Promotions Requests and State Leaders Liaison)

Pam Willis • Administrative Assistant • 703-518-6270 • pwillis@naesp.org
(PALS Mentor Training)

NEESP
NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS
Serving All Elementary and Middle Level Principals

1615 Duke Street
Alexandria, VA 22314-3483
800/386-2377
FAX: 800/396-2377
**Designated Recruiter Form**
Completed and submitted by the State Representative by September 1, 2007

These official names will be entered into a drawing for NAESP Recruiter Awards

1. **NPRC $50 Gift Certificate for each new member recruited**
2. **Chance for the Grand Prize of a trip to an NAESP Educator’s Conference (for 10 new members)**
3. **Chance for NAESP Convention Trip awarded to one recruiter in each zone (for 5 new members)**

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<th>State _______________________</th>
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Return to: Cynthia Demery
Fax: 800-396-2377
E-mail: cdemery@naesp.org
REQUEST FOR NAESP MEMBERSHIP PROMOTIONAL MATERIALS

To be submitted by State Representative or State Leader for recruitment activities. Please submit this form 3 weeks prior to the date the materials are needed. Thank You! EMAIL this request to: cdemery@naesp.org  FAX this request to: 800-396-2377  Attn: Cynthia Demery

<table>
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<tr>
<th>Your Name/Title:</th>
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<td>Date of Request:</td>
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<td>Purpose of Materials:</td>
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Check the items and quantities requested.

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<th>Quantity</th>
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<td>NAESP Membership brochures</td>
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<td>NAESP Review of Membership Benefits flyers (‘apples’ chart)</td>
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<td>□</td>
<td>NAESP E-Resources and Benefits (24/7) flyers</td>
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<td>Legal Benefits-Professional Liability brochure</td>
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<td>Affordable Insurance Options brochure (supplemental insurances available)</td>
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<td>Sample Principal magazine* (for distribution to nonmembers)</td>
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<td>□</td>
<td>Sample Communicator newsletter* (for distribution to nonmembers)</td>
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<td>National Principals Resource Center (NPRC) Catalogues &amp; flyers</td>
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<td>NAESP Convention flyers</td>
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<td>Principals Help Line flyers</td>
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<td>I-Shop flyers</td>
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<td>Nova Southeastern University tuition discount flyers</td>
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<td>□</td>
<td>Principals Advisory Leadership Service (PALS) flyers (i.e., National Principal Mentoring Program)</td>
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<td>Community and Student Services flyers (i.e., Dream, Reach, Succeed &amp; Student Council programs)</td>
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<td>Professional Development flyers (i.e., NAESP Standards, On-Line &amp; Aspiring Workshops, etc.)</td>
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<td>Urban Alliances brochures (i.e., resources, workshops, seminars, etc.)</td>
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<td>NAESP pens</td>
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<td>NAESP highlighters</td>
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<td>NAESP lapel pins</td>
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<td>Other (specify):</td>
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*Note: Sample publications may NOT be most current issue. We will send you whatever issues we have in inventory at the time of your request.

SHIP TO (if other than address of record):

Name: ____________________________________
School name: ____________________________________
Street address: ____________________________________
City: __________________________ State: _______ Zip: __________
Contact phone #: __________________________ Email address: __________________________

QUESTIONS? Call Cynthia Demery at 800-386-2377, x247.
Membership Enrollment Form

Name ________________________________________________________________
Email Address _________________________________________________________
School _____________________________ Position Title ______________________
School Address ________________________________________________________
City ______________________________ State ______ ZIP __________ Country ______
School Phone (_____) ___________ School Fax: (_____) _____________________
Type of school (check all that apply)
   Elementary ☐  Middle ☐  Public ☐  Private ☐  Parochial ☐  Urban ☐  Rural ☐
Home Address _________________________________________________________
City _____________________________ State ______ ZIP __________ Country ______
Preferred Address _____School _____Home _____ Birthday _____/_____/________

CATEGORY OF MEMBERSHIP/DUES (choose one)
ACTIVE ($215) Practicing elementary and middle-level principals, assistant principals, and related educators. Activate member receive all NAESP benefits and services, including Legal Benefits Program ($1M individual professional liability coverage/up to $10 K for job protection defense claims, based on continuous years of membership, $500 deductible). Discounts on Convention registration and National Principal Resource Center purchases.
INSTITUTIONAL ACTIVE ($260) Includes an ACTIVE membership, plus a duplicate set of publications for your school library
EMERITUS ($108) For all retired NAESP Active members. Includes all benefits & services, including the Legal Benefits Program, plus membership in AARP & NRTA
RETIRED ($55) Available to all Retired NAESP Active members or current Emeritus members. Includes some benefits & services, EXCEPT the Legal Benefits Program. Includes membership in AARP & NRTA
ASPIRING PRINCIPAL ($70) Available to all students, teachers, graduate students, counselors, and others pursuing a career as an elementary or middle-level administrator. Includes all NAESP benefits & services, EXCEPT the Legal Benefits Program
ASSOCIATE ($115) Available to professors of education or non-administrators. Includes all NAESP benefits & services, EXCEPT the Legal Benefits Program
INTERNATIONAL ASSOCIATE ($145) For those principals working outside the U.S. Includes most benefits & services. Does NOT include Legal Benefits Program
INSTITUTIONAL SUBSCRIPTION ($140) Available to Libraries only. Includes a subscription to all NAESP publications. Does NOT include Legal Benefits Program. Not an individual membership.

METHOD OF PAYMENT
_____ Check enclosed (Make payable to NAESP)
_____ Master Card ☐ Visa ☐ American Express ☐ Discover ☐
Card # _______________________________ Expiration Date (mo/yr) _______/_______
Amount ______________________________ Date ________________
Billing Address _____School _____Home _____ Other (please list)
Signature __________________________________________________________________

MAIL TO: NAESP Member Services, 1615 Duke St, Alexandria, VA 22314-3483
FAX TO: NAESP Member Services, 1-800-396-2377 (or 703-549-5568)
As a state leader, you are the representative voice for NAESP in the field. The presentations contained in this section will act as a resource for you in explaining aspects of the NAESP message if addressing any prospects at meetings or conferences. Always be ready to “Speak Up” and look for opportunities to reach out for new members at all meetings, i.e. superintendents, supervisors, aspiring, local/regional, etc.

- Governance PowerPoint©

Applicable for State Board of Directors to further understand the governance and organization of NAESP.

- Membership – Telling the NAESP story PowerPoint©

Applicable for membership recruitment presentations focusing on benefits and services. This PowerPoint can be modified with additional slides about the state association and to promote the partnership between national and local principal advocacy.

- Maximizing myNAESP experience PowerPoint©

Applicable to inform members how to use the NAESP Web site. Over 7000 pages are available that allows members to gain the benefits from their desktop.

- Vision 2021 PowerPoint©

Applicable for Board of Directors and members about the framing of NAESP and state affiliates aims and goals for the future of the organizations.

- Talking Points for Presentations and Conversations

Applicable to all recruiters to use as a framework for their conversations with prospects and current members.

To know when one’s self is interested is the first condition of interesting other people.

- Walter Pater
Vision 2021 PowerPoint©
Talking Points for Presentations and Conversations

As a school principal, you face tough decisions and choices, and the National Association of Elementary School Principals (NAESP) is there to partner with you and help along the way. We believe that Principals can effectively work with parents, and their community to raise student achievement for all children.

NAESP provides a unique networking opportunity for Principals across the country, with a current membership of almost 30,000 Principals across the country and abroad. There are four areas of distinct advantages available to members:

Advocacy
NAESP represents the elementary school Principals perspective before courts and federal agencies: manages the information flow on important legislation; communicates with you and your fellow colleagues, and builds a network of dedicated Principals. Your participation is key to the success of NAESP’s efforts. Through membership, you are able to promote public education at the local and state levels and to join in our strong, unified voice on the national level.

Informational Resources
As a member, you receive a variety of direct informational services, including:
- *Principal* Magazine, an award-winning publication
- *Communicator*
- *Report to Parents*
- Electronic publications such as *Leadership Compass, Research Roundup, and Before the Bell*
- Full access to information on NAESP Online- Leadership resources at your fingertips!

Networking
As a member, you have the unique opportunity to interact with colleagues from across the United States and abroad. These communications enable you to learn from others through an open exchange of valuable information and resources. Whether at NAESP’s Annual Convention *(held in Nashville, TN April 4-8, 2008)* or through our email exchange group, you will benefit from peer communication opportunities that broaden your decision options throughout the academic year.

Savings
Members have an opportunity to take advantage of all that NAESP has to offer and remain good stewards of their personal and professional budgets at the same time through NAESP discounts on conference registrations and products.
- Reduced registration fees for professional development programs including Annual Convention
- Special discount on National Principals Resource Center materials
- Nova Southeastern University advanced degree programs’ discount

Our goal is the same as yours – to help each student access the best public education possible. When you access NAESP’s resources through membership, you strengthen your opportunity to improve student achievement through effective leadership.
Reach Out!

...Tools You Need to Recruit New Members!

In this section we will explore the opportunity to connect with potential and current members. In order to do this, we will employ Levin’s Law of Membership Recruitment (Mark Levin, Membership Development: 101 Ways to Get and Keep Your Members!):

- Personalize the message
- Customize the message
- Empathize with the audience

To be able to recruit members, you have to learn to think like a prospect... remembering what sold you on belonging. When you or any member joins, it is an investment – a business investment. Membership benefits are only important to a prospective member if they can get a sense of how it will help them.

We have included in this section sample copy to help personalize your message utilizing the following communication tools:

✓ Email
✓ Telephone Marketing
✓ Direct Mail
✓ Exhibiting at State Conferences and Meetings
✓ Overcoming Objections
✓ Shared Membership Ideas

The soul may be a mere pretense, the mind makes very little sense. So let us value the appeal of that which we can taste and feel.

- Piet Hein
Email

Electronic mail has become the most convenient and most used way to communicate with one another. You may find it easier to reach out to a current or prospective member by email. Following is suggested copy for electronic communication:

(NAME), I hope you are well and having a good school year. As a fellow principal, I know how much it helps to have colleagues to connect with and share thoughts and ideas. I noticed that you were not a member of NAESP and I wanted to share some information with you and get you involved.

I am a member and find it to be incredibly helpful as a go-to resource for both professional development resources and networking. It is equally important to have a national voice when it comes to advocacy, and I appreciate the important role that NAESP plays in strengthening our voice on Capitol Hill. You can learn more about the association at www.naesp.org. (My favorite benefit is the Principal magazine…check it out!)

I would like to talk with you further about my participation and look forward to hearing from you. Perhaps we could meet at our upcoming state meeting or for coffee soon. I hope you have a great school year.

Best wishes,
(NAME)

Additional tips…

- Send a welcome email to new members
- Send an electronic card for those members and prospective members celebrating a professional anniversary or an anniversary with the association
- Send a thank you to those who attend the state’s Annual Convention
Telephone Marketing

Using the telephone to contact prospects has several advantages for organizations, including the ability to make a more personal contact than direct mail allows. Contacting prospective members by telephone provides an excellent opportunity to reach out and build rapport with the individual. This script can help provide an outline of a possible conversation with the prospective member. However, the best conversation is one that comes naturally!

Hello, (NAME)…this is (NAME), and I am a Principal at (SCHOOL) and I just wanted to introduce myself to you and see how your school year was going. (INTERACT) I know that if you are like me you have more to do than the day allows! It helps to have colleagues to whom you can reach out to share thoughts, ideas and issues with.

Speaking of, I am a member of state association/NAESP and it has helped me so much with excellent professional development resources and the opportunity to meet other principals all over the US. Are you familiar with the association? (MENTION PERSONAL CONNECTION.)

I would be happy to get some membership information out to you, (NAME). I can either mail you something or send it electronically…which would you prefer? (RESPOND) I’ll go ahead and get that out to you.

Please feel free to contact me at anytime if I can be of assistance. I look forward to talking to you again soon and hopefully seeing you at the upcoming (MEETING LOCATION). Have a good school year. Goodbye.

We can also work with you to craft a telephone marketing campaign with ComNet Marketing Services, a professional calling service that can aid in gaining an increase in membership enrollment.

Additional tips...
- Use retired principals to call prospects
- Call 3 prospective members on the 3rd of every month. “3 on the 3rd”
- Conduct a special calling campaign specifically for aspiring principals
Direct Mail
Sample letter copy

Direct mail is a useful way to get your benefits message across to prospects. The key elements of any good direct mail membership solicitation package are the cover letter, brochure and enrollment form. While direct mail does not offer the same level of contact as a face-to-face meeting or telephone call, it does help to get your message out to many prospects at one time.

‘JOINED’ LETTER or EMAIL (Use letterhead)

[DATE]

[Member Name]
[Address]
[Address]

Dear [Name],

Thank you for investing in yourself by joining [YOUR STATE ASSOCIATION NAME] [STATE ACRONYM] and the National Association of Elementary School Principals (NAESP). Over the course of your membership, you’ll enjoy a full array of services developed just for YOU.

Start off your membership experience by going to NAESP’s web site, www.naesp.org. Log in with your name and membership ID number to customize the Web site to fit YOUR needs and gain access to members-only content.

Throughout the year, you will also receive several publications, in print and online. You are able to download Report to Parents and Communicator, as well as other publications, as an example of the wealth of information that awaits you.

Also, your membership entitles you to discounts on professional development events, including the NAESP 87th Annual Convention and Exposition in Nashville, TV on April 4-8, 2008. You can also use the Principals Help Line to get advice on a difficult or puzzling problem from veteran principals.

There are numerous other benefits we hope you take advantage of, including discounts on materials from NAESP’s National Principals Resource Center, the chance to have your voice heard by legislators, and networking with the nearly 30,000 NAESP members.

As your professional associations, [STATE ACRONYM] and NAESP are here to serve all principals. So please contact NAESP Member Services at naesp@naesp.org or (800)-386-2377 if you have any questions. Remember – Our Principal Mission is YOU!

Sincerely,

[Name]
[Position]
‘CANNOT JOIN’ LETTER or EMAIL (Use letterhead)

[DATE]

[Name]
[Address]
[Address]

Dear [Name],

Thank you for taking the time to talk with me about joining [STATE ASSOC. NAME] [STATE ACORNYM] and the National Association of Elementary School Principals (NAESP). I am sorry you are not able to become a member at this time, but I do hope that you will still think of [STATE ACORNYM] and NAESP as your professional associations.

While you may have chosen not to join NAESP at this time, we still want to help you manage your career. Taking part in some of these activities may help you see how valuable membership is to your professional growth.

- **Browse through selected articles from the publications members receive, including Principal magazine.**
- **Shop for books and valuable resource materials at NAESP’s National Principals Resource Center with a membership 20% discount.**
- **Share best practices with 30,000 of your colleagues in the online forum, and get answers to a difficult or unique problem from the Principals Help Line.**
- **Sign up for a professional development program, including NAESP’s 87th Annual Convention and Exposition in Nashville, TN from April 4 to April 8, 2008 to network with principals from around the world.**
- **Learn about education legislation and how you can help the organization stand up for principals.**

As your professional associations, [STATE ACORNYM] and NAESP are here to serve all principals. Please contact NAESP Member Services at naesp@naesp.org or (800)-386-2377 if you have any questions. Remember – Our Principal Mission is YOU!

Sincerely,

[Name]
[Position]
[DATE]

[Name]
[Address]

Dear [Name],

Thank you for taking the time to talk with me about joining [STATE ASSOC. NAME] [STATE ACRONYM] and the National Association of Elementary School Principals (NAESP). I hope you will seriously consider investing in yourself by taking advantage of all that membership has to offer.

You can take a more extensive look at member benefits at the NAESP Web site, www.naesp.org. There is so much you can do online:

- Browse through selected articles from the publications members receive, including Principal magazine.
- Shop for books and valuable resource materials at NAESP’s National Principals Resource Center.
- Learn about education legislation and how you can help the organization stand up for principals.
- Share best practices with 30,000 of your colleagues in the online forum, and get answers to a difficult or unique problem from the Principals Help Line.
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As your professional associations, [STATE ACRONYM] and NAESP are here to serve all principals. Please contact NAESP Member Services at naesp@naesp.org or (800)-386-2377 if you have any questions. Remember – Our Principal Mission is YOU!

Sincerely,

[Name]
[Position]
[DATE]

[Member Name]
[Address]
[Address]

Dear [Name],

Thank you for investing in yourself by continuing your membership in the [YOUR STATE ASSOCIATION NAME] [STATE ACRONYM] and National Association of Elementary School Principals (NAESP). As you already know, there is an array of services available for YOU.

Make sure you go to NAESP’s web site, www.naesp.org. If you haven’t done so yet, log in with your name and membership ID number to customize the web site to fit YOUR needs and gain access to members-only content.

Throughout the year, you will also receive several publications, both in print and online. You are able to download Report to Parents and Communicator, as well as other publications, to catch up on the wealth of information.

Also, your membership entitles you to discounts on professional development events, including the NAESP 86th Annual Convention and Exposition in Nashville, TN on April 4-8, 2008. You can also use the Principals Help Line to get advice on a difficult or puzzling problem from veteran principals.

There are numerous other benefits we hope you take advantage of, including discounts on materials from NAESP’s National Principals Resource Center, the chance to have your voice heard by legislators, and networking with the nearly 30,000 NAESP members.

As your professional associations, [STATE ACRONYM] and NAESP are here to serve all principals. So please contact NAESP Member Services at naesp@naesp.org or (800)-386-2377 if you have any questions. Remember – Our Principal Mission is YOU!

Sincerely,

[Name]
[Position]
Exhibiting at State Conferences and Meetings

Finally, another way to reach out to prospective members is through exhibiting at state meetings and conferences where people can come by and actually talk to you or other representatives about joining the association. Exhibiting provides an opportunity to reach out in the best manner to prospective members. They allow you to recruit new members, qualify prospects, customize follow-up efforts and retain current members.

Qualifying prospects means that at a trade show or convention you get an opportunity to actually talk with and listen to the prospect. You have a chance to gain additional information about them which allows you to do personalized follow-up with individuals after the conference.

Here are some tips:

- Engage them as they walk up or in the aisles.

As they approach: “Hello, thanks for stopping by. Can I give you a quick overview of membership or did you have a specific question in mind?”

If you approach: “Hi, I am (NAME) with NAESP. How is the conference so far?”

Note their name and school and start with something you may know about their school, community or district.

- If already a member, ask them to being a prospective member or aspiring principal to stop back by the booth.

- Use a Yes/No system – or circle call/no call to close for an appointment vs. just sending literature and then following-up. Make sure that you have good contact information.

- Entice them to the booth with:

  A drawing – then state: “Thanks for your interest in the upcoming convention. Did you know that if you were a member that one of the benefits is a savings on convention attendance?”

  Principal magazine – Highlight this benefit as one of the more recognizable features of membership.

If it is possible, take the best prospects to a private place to sit down and discuss membership. Attendees are more likely to become buyers if they can sit and talk informally in a quiet place over coffee or soda.

Additional tip...

Set-up a booth at an aspiring principal workshop or at a college campus that offers graduate education program.
Overcoming Objections

**Objection** – def. simply a statement made or a question asked by a prospect that expresses reluctance to join the organization

The most important thing to remember when thinking about ways to overcome objections is to listen carefully to what the prospect is saying before responding. In any circumstance, what not to do when overcoming objections is to argue. And it is hard when you hear an objection to joining an organization that is important to you and one in which you are committed.

Overcoming objections is always going to be a situational challenge. Each situation will be a little different. There is one technique which can be used to overcome virtually any objection, known as the **feel-felt-found method**. When prospects say that they think membership is too expensive or that they don’t have time to participate, the person asking them to join simply says, “I know how you feel. I felt the same way myself, but I found that membership really was a great investment.” It is the most powerful form of empathy and your organization needs to use it as often as possible.

**Most common objections:**

*“That’s a lot of money.”*
When prospects say that it costs too much to join, they haven’t said that the membership is not worth it, they just said that the amount to join is quite high. What you need to do in this situation is agree with the prospect that it is a big investment, but suggest that it is the kind of investment that will be returned many times over. Explain that the dues reflect the amount of money it takes for the organization to deliver the programs and services that can help the prospect’s business or career.

*“I have established some goals for my career and I want to achieve them. How will membership help me?”*
Ask the prospect about their goals and see the connection between those goals and the benefits offered. What they have done is to identify the benefits that they are seeking from any organization. This allows you to adapt your presentation so it highlights those specific programs or benefits that can best meet the prospect’s primary needs.

*“I’m overwhelmed with things to do and can’t find time to actually take advantage of networking on conferences or other benefits. How will membership actually help me?”*
Lack of time to participate is a common objection. It is good to prepare two lists when talking with prospects. One list would be the benefits that the member receives when given the opportunity to travel to a meeting or conference, and the other list would be the benefit if they never leave their home. This would include the tangible benefits such as *Principal* magazine, NAESP website resources, insurance program, and government relations programs. Let the prospect know that you understand how busy they are as you are in the same position. Fortunately, there are many reasons to participate other than meeting and conference attendance. These programs and services are worth the cost of membership.
Shared Membership Ideas

The following is a sampling of ideas from you…the state leaders who are working in your states to recruit new members and help retain those who have joined. These suggestions were generated by conference calls in each zone as well as tips that you have shared voluntarily.

Alaska
Find the opportunity to do recruiting in Universities and Colleges for aspiring principals; reach out to new principals with helpful books, other resources, and updates on the association. Place great emphasis on personal contact and the service component of membership.

Alabama
Utilize the help of retired principals. Joint membership in NAESP/AAESA helps in recruitment. Plan an outstanding summer retreat for goal setting. Encourage membership through professional development opportunities likes the PASL Mentor training.

Arizona
Maintain the course of frequency reminding school superintendents that they are the driving force in developing their district’s leadership through active membership at the state and national levels and, therefore, should fund membership fees as a district expense. Active involvement in state association workshops, conferences (superintendents, supervisors, aspiring principals), etc. by facilitating, providing door prizes, membership information, samples of NAESP publications, resources, etc. Organize a state booth at the NAESP national convention and at state conventions to meet people and share the need to recruit more members.

Arkansas
Set goals for each zone director and reward the goal achievers. Highlight NAESP activities in each state newsletter. Be consistent in sending letters to AAESP members to thank them and to encourage them to join NAESP.

California
Distribute a newsletter with tips, information, etc. including an NAESP article. This is distributed 3 times a year to all principals in the state and gives exposure to national membership. Sponsoring conferences or special break-out sessions gives exposure as well.

Colorado
Place the greatest emphasis on personal contact with potential members throughout the campaign. Develop those relationships that lead to a successful invitation to join.

Connecticut
Utilize direct mail and phone calls to prospective members. Enroll university students as aspiring members, as well as the professors as associate members. Good utilization of conference opportunity is also critical to the outreach efforts.

District of Columbia
Have NAESP Executive Director meet with Superintendent/CEO of schools to develop an agreement to have all principals’ memberships covered by the district. Stay in the forefront by presenting at meetings and conferences with the principals and other administrators present. Keep the NAESP name in “front” of the CEO.

Georgia
Personal contact works best. Speak at state conferences to help give membership identity. Share with other members that membership helps individuals grow professionally. Executive Director has a goal to visit each district or region once a year.
**Hawaii**
Call colleagues on an individual basis and share benefits and resources information on joining for personal contact. Reach out across the islands via email.

**Illinois**
Conduct a special Board of Directors membership campaign titled “3 on the 3rd” to make contact with 3 non-members and encourage them to join on the third of each month. Also, offer membership information at the NAESP bookstore at a conference. Give away one free membership as a door prize. Speak about the association at every event and have membership information available so people can join while it is on their minds.

**Indiana**
Have a big push for the central location of the 2007-08 Convention. Use a copy of the Nashville convention promotion video at state conferences. Develop a recognition dinner for the new president as he/she takes office. Make it more than a passing of the gavel. Organize a huge celebration dinner with his/her family being introduced, the state superintendent speaking, a “roast” being done by professional friends, and NAESP plaque of recognition being presented. This sets the stage for his/her leadership and the trust and faith being given to them to lead in the mission and goals of the state association in the coming year.

**Kansas**
Personal contact/mentoring of new principals is critical. State organizes meetings/conferences and has representative talk about membership. Conduct a survey to non-members for needs assessment. Offer ½ memberships free at annual meeting and spring retreat. Continue to look at ways to reach Superintendents and get them to buy-in to need for principals to be involved professionally both in membership and conference attendance.

**Kentucky**
Utilize person to person contact. Contact 3 people on the 3rd of each month with a personal invite to join. Strategically market membership in the e-newsletter that goes to members and is housed on the Kentucky Web site. Make the state newsletter available to non-members (at least one time during the year) through e-mail or regular mail.

**Louisiana**
Personal touch works the best. Attend district administrators’ conferences and bring a NAESP/NASSP and LAP conference schedule flyer along with membership brochures. Distribute NAESP pocket folders with NAESP materials through the state.

**Maine**
Personal contact works best. Set-up a membership booth at the conference specifically for recruiting new members. Offer a “Great Beginnings” workshop series to any new administrator or principal who signs up.

**Maryland**
County representatives in the 24 counties of Maryland help with the membership recruitment. Individual goals, strategies, and benchmarks are set by the county representatives. They help address the question “What is in it for me?” Offered a drawing for an I-pod as a recruiting award.

**Massachusetts**
Concentrate on college and university administration graduate programs. Make phone contact with lapsed members to reconnect and remind them that membership has lapsed.

**Michigan**
Work with the Superintendents in the state to encourage their assistance in getting the principals involved for their professional development in spite of great financial challenges. Develop a pod cast that works well with the Superintendent’s association which is used to reach out to members.
Minnesota
State works with division presidents regarding personal touch with new and aspiring members. Visit university classes to help recruit aspiring principals. Also recommends writing a personal note of thanks to those new members who join followed-up by a personal phone call.

Montana
Offer a discount for early bird response before November 1 and a reduced rate for aspiring and retired memberships. Offer a convention scholarship to a new member.

Nevada
Present membership information at the first principals meeting in August in each district. Provide professional development by bringing in speakers for ½ day by having break-out sessions the remaining part of the day.

New Hampshire
Talk about membership and legal assistance…reason most in state join. Assess the PALS Mentor training to build membership and association work.

New Jersey
Reach out to state colleges and universities that have graduate programs in education administration to encourage aspiring principals to join. Promotes attendance at the NAESP annual conference. The local associations include both state and national associations on dues remittance forms.

New Mexico
Offer drive-in conferences in each region of the state to attract members. Promote the legal benefits. Send letters to principals and Superintendents explaining benefits.

New York
Personal contact by phone and e-mail. Send a letter to those going to the conference as an introduction. Make sure there is an NAESP booth at events and conferences during the year.

North Carolina
Break-out sessions at state conference that talk about membership. Work on joint marketing efforts with benefits and resource materials from NAESP.

Ohio
Ohio conducts a retreat for board members to orient to membership, set goals, and develop a strategic plan. Monthly membership prizes are donated by business partners. The winners are announced through an email blast to keep membership communications in the forefront. Building the strength of the OAESA foundation has supported membership initiatives and provided financial support.

Oklahoma
Has 31 district representatives to contact new potential members in the state. Representatives host luncheons and/or other meal functions and invite all principals to attend.

Pennsylvania
Utilize power point presentations of membership and special mailings that highlight particular benefits, namely the legal benefits. Provide a workshop on how to get involved in the state association. Hosted the summer retreat at NAESP headquarters, and then visited NASSP offices to give personal meaning to the national associations.

Rhode Island
Make personal phone calls to principals in new positions and those who have not renewed their memberships.
**South Carolina**
Work with the state department of education and local superintendents to keep current listing of new principals and get in contact with them immediately. Work with aspiring principals. Offer a lower rate or group rate to local districts to get all principals from the area to join.

**South Dakota**
Contact every prospect via personal contacts, notes, and e-mail. Offer an active list-serve to allow members to submit questions to the entire organization.

**Tennessee**
Establish key contacts in each district to assist district directors and provide training. Host events in each district. Create monthly TPA Tips for the TPA magazine.

**Texas**
Support all 20 districts by calling, e-mailing and communicating to check on progress of membership and see what they can do to help in recruitment efforts. Has the NAESP Bookstore at each state convention.

**Utah**
Meet with State Superintendents Association and encourages them to allow principals to use school funds for membership as staff development. State directors help make personal contact for membership.

**Vermont**
Maintain an updated list of new administrators from the state DOE and contact them with membership information. Provide the PALS Mentor Training and develop a leadership role in professional development in the state.

**Virginia**
Offer incentives to join, including a drawing for weekend getaway for new enrollees. They solicit local resorts to donate. This idea worked extremely well in this past membership year. Invite NAESP staff to attend board meetings or conferences to be the ‘face’ of the association. Build a relationship with superintendents and attend their regional meetings. Present NAESP door prizes, gifts, or publications.

**Wisconsin**
Utilize retired members who act as Field Representatives. Meet with board of directors to review NAESP and state campaign brochure so that the message can get out.

**Wyoming**
Engage a good team of regional presidents who help recruit in their area. Select a middle-level representative to speak to potential members about the association. Encourage and have principal mentors purchase the aspiring membership for their prospective administrators.

**Washington**
Utilize retired principals in the state to help make contact with prospective members. Offer an incentive reimbursement for mileage and expenses. Mailing of a postcard promoting regional meetings. Regional meetings are scheduled around the state called “AWSP Fall Tour” to learn more about issues important to members. Members and non-members are invited and a preliminary meeting is done with a couple of local principals. The editorial staffs of local newspapers are invited to discuss their importance to the educational community. A defined set of questions guide the discussions at each regional meeting and a report is generated that is mailed to all stakeholders. Provides an incredible opportunity for the State Association to take a leadership role throughout the state.
Well, just like Sylvester Stallone, we kept going and going! We trust that you will find this guide to be a helpful resource for you in your membership recruitment and retention efforts. This remaining section provides additional helpful tools that you can use as a reference in conducting a membership campaign. We are here to help you as well so call on us!

✓ Act of Listening and Responding
✓ Branding
✓ Logos and Slogans
✓ Print ads and Publications
✓ Internet
✓ Surveys
✓ State Leaders Only Website
✓ Checklist for Success
The Act of Listening and Responding

In order to be successful in membership recruitment, the skill lies in making connections and then listening to the person’s interest or objections to joining. How many of us truly understand the act of listening? How many know the art of listening is the capacity to understand another’s personal world of meaning?

To be able to really listen, one should abandon all prejudices, whether cultural, religious, economic, or scientific, and put aside daily worries, desires, and fears. It is when we break down these barriers that we truly begin to hear what is being said.

In the act of listening, it is important to develop the unique quality of being able to look a person directly in the eyes and patiently and attentively listen to that person. By displaying this type of empathy and acceptance, you create an atmosphere where real trust can flourish. This enables your prospects to feel safe enough to reveal their problems and the true emotional impact of these problems. Consequently, when it is time for you to present the solution, your prospect is more receptive and better able to develop the conviction necessary to bring about a successful outcome.

By inspiring your prospect to talk more openly and freely, and by consistently providing nurturing validation when they speak, you will employ a common sense human relations skill that will benefit you greatly in your efforts this year.

Try these in your next conversation or membership recruitment opportunity:

Softening statement:
- “I understand”
- “I know how you feel”
- “I can appreciate that”
- “I see what you mean”

Stroke:
- “I appreciate your candor in sharing that with me”
- “That makes a lot of sense”
- “Good insight”

Positive feedback:
- “Interesting”
- “I’m glad you asked me that”
- “I was hoping you were going to bring that up”

If we were meant to talk more than listen, we would have two mouths and one ear.
- Mark Twain
Branding

Branding expands on that concept to include not only your association’s name, but also its logo, design style, messaging and services. It establishes the images, perceptions, and associations that the consumer associates with your product, given your company’s publicized ‘beliefs’.

Many people mistake branding for just having a logo that one can recognize, and while a logo is an important part of branding, it’s just one part of an overall method in connecting with your customers/members. Take McDonalds for example. They have one of the most recognizable logos in the world; the Golden Arches symbolize more than just the actual buildings where people can buy hamburgers. McDonalds has worked hard to ensure that when people see their logo, they associate it with quick service, smiling faces, quality food and affordable pricing.

It’s important to remember that the definition of branding includes perceptions and associations. The best logo in the world won’t mean much if the connotations connected to it are poor customer service, inferior products and unreasonable costs. Simply put: branding starts at home! The first step is deciding what relationship you want your association to have with members and prospective members. The second is making sure that your products and services reflect that relationship. If superior customer service is one of the benefits you want members to associate with your name, then you will have to make sure staff is sufficiently trained to positively interact with members.

Once you can backup the assertions your association makes, then and only then can you start to relay those assertions to the masses and choose a logo, tagline, design theme, etc. that reflect that message.

McDonald’s…Nike…Kleenex! What is in a name….plenty! Think about what you think of when you read brand names.
Logos and Slogans

Logos are the main graphic elements you will utilize to convey the message of your association. They can be completely graphic based (once again McDonald’s “Golden Arches” are a great example), mixed graphic with text (like a slogan or association name), or strictly text with a unique font style. The key is creating a logo that has meaning with your audience; the most important rule for creating logos is to be consistent.

Loyalty to your logo will pay off. Use it on ALL communications, products and packaging and soon your logo will be able to stand alone in communicating the mission of your association to those familiar with it.

Slogans, like logos, need to convey the mission of your association, but can change as the goals of your association change. And, unlike tag lines that are used in conjunction with your logo, slogans can be used to distinguish different campaigns, membership drives, or products and services.

Some rules of thumb for logo development are:

- It must be reproducible (and readable if text based) in both small and large formats.
- It must reproducible in both black and white and color. You should decide what specific colors you want your logo to be reproduced in.
- Use colors that are representative of your mission (McDonalds would NEVER allow the ‘Golden Arches’ to print in green or purple!)
- Have a visual impact that makes your logo stand out in a crowd of competing text or images.

Some examples:

- Just Do It. – NIKE
- I’m lovin’ it. – McDONALDS
- Have it your way. – BURGER KING
- Our Principal Mission is YOU! – NAESP
Print ads and Publications

When used correctly, print media is productive and can be profitable for all kinds of direct marketers. Print publications should be visually appealing to be noticed, read and remembered. To reinforce your brand identity, all print materials should be linked visually and express consistent messages. In print media, it is important to know your audience and what you aim to accomplish through each advertising/publications piece.

Consider the frequency at which your organization has news to report when choosing the right mix of print materials for your needs. A newsletter or magazine requires a consistent flow of stories, while a brochure is more effective in announcing a single new program. Since funding sources often require audited financial statements, many nonprofit organizations use their annual report to highlight their accomplishments and plans for the future. This strategy has the dual use of being both a publication and a tool for attracting new members. Once you create a successful publication, be sure to produce it in consistent intervals to maintain your members’ interest.

To get the most from your publications:

- Survey your members to find out if your materials are being read, and if not, find out why.
- Use creative, short, and catchy headlines for your copy in order to attract attention.
- Outline your expectations in advance for budget, deadlines, the approval process, etc.

Print publishing has both pluses and minuses. Benefits of it include having control over not only the look and feel of your product, but also its distribution. Print advertisements are also more personal and are preferred by readers. Its relatively high expense, time-consumption, difficulty and expenses involved in changing layouts, and price fluctuations are some of the deterrents in print ads/publications.

Do’s and Don’t for Print Ads:

- Make an emotional connection with the reader before attempting to convey information.
- Write headlines that make people eager to read more.
- Use pictures as part of your attempt to attract and convince readers.
- Test your ads before running them, and measure their effect afterwards.
Internet

The internet has expanded from a ‘technical novelty’ at conception, to an accepted tool of communications and commerce today. Nothing has captured the imagination of marketers, media, and the communications field as much as the Internet. It is changing so rapidly, new tools for electronic communication are coming online each day.

To stay ahead of the curve, it is important to ask for e-mail addresses from your constituents on all forms and cards in which you ask for other address information. Encourage your audiences to visit your organization’s Web site by publishing your URL on all print communications. Make sure you maintain an accurate e-mail address list, as they can change even faster than mailing addresses. It is helpful to make sure your provider has tools that automatically remove invalid addresses from your list. Each e-mail you send out to constituents should have a link that makes it easy for people to update their contact information.

Once you have created a database of addresses, it is time to look at options for communicating electronically with your audiences. The most frequently used tools are e-newsletters or e-zines, which are regularly distributed headlines and blurbs that link to a Web site with more complete stories. It is helpful to keep subject lines short, use many hyperlinks, and keep the graphics in your e-newsletter simple. If you don’t, it may take too long for your e-newsletter to load and your constituents won’t have the patience to wait.

“Blasts,” or e-mail campaigns, involve sending out a series of targeted messages to part of your entire audience. E-mail blasts can be used to solicit volunteers for an upcoming event, increase the membership of a certain group of donors, and many other campaigns.

Here are some helpful tips…

- Make sure you only send e-mail (including e-newsletters) to people who have requested it. Get permission before you send e-mails to even longtime supporters.

- Make sure your display name and e-mail address accurately identifies your organization, so that people can determine that your mail is not spam.

- Send e-newsletters on a regular schedule so that members can anticipate them.
Surveys

Are you providing the services and benefits you know your members want or they ones you think they want? Are they happy with the quality of the products and services they receive? Are you aware of the demographic make-up of your members and prospects? If not, how do you find out? One effective way is to simply ask!

Surveys can be conducted by phone, mail (make it easy for them to return the survey by providing a postage paid return envelope or a fax number) or online. Association surveys typically see a response rate between 15-35 percent with increases if the survey is topical or incentives are used. Surveys should also be concise and to the point. Longer surveys aren’t necessarily going to see a smaller response rate, as long as it stays on topic and is easy to complete. Questions should be easy to understand, the formatting should be logical, and all possible multiple-choice options should be included.

When asking a possible respondent to take a survey, let them know what the survey is about, what you are trying to learn and whether or not the results will be shared. Also, estimate the time it will take to complete the survey or the number of questions. Many people are eager to have input into the decision-making processes of the communities to which they belong so be sure to include comment fields when possible. If appropriate, share summary findings with your membership through newsletters or your Web site in order to increase the response rate of your next survey.

Give members 5-6 business weeks to complete a mail survey and 5 business days to complete a web survey. Reminders to complete the survey can go out in your correspondence and on your web site.

Surveys provide a wealth of information for you to use in evaluating products and services, choosing marketing messages, anticipating demographic shifts, gauge member opinions, and more. Even a slight misreading of a demographic or ideological shift can have a negative impact on membership numbers. Completing a survey can also create a sense of ownership in the association for members. Sharing the results can strengthen this response as can referencing the survey in communicating decisions that the survey had an impact on. By successfully collecting and processing survey data you will accomplish the most important task of any association: creating satisfied members.

How can NAESP help?

Give some thought to the goals of the association and how a survey could be utilized. NAESP will assist you, at no cost, in creating, distributing, and evaluating online Web surveys. Simply contact NAESP Membership Services to get started. Find out who your members really are and what they really think.
Checklist for Success

The following can be used to help plan and prepare the membership efforts in your state. Remember to use the elements in this guide as you embark on this year’s campaign.

- Updated list of potential members
- Membership development and retention plan with specific strategies and goals *(this guide!)*
- Follow-up with lapsed members
- Goal for membership growth for the year
- Regular progress reports with state and national association
- Communication to members about programs and services
- Monitoring of changes in membership needs
- Copies of benefits and services related to membership
- Demonstration of interest through volunteering within state, and attendance at meetings and conferences

Excerpts contributed by: *Membership Development: 101 Ways to Get and Keep Your Members*
Mark Levin, CAE, CSP; 1995 by B.A.I., Inc.