

November 2, 2010

INFORMATION ON MEMBER APPLICATIONS, RECRUITING, AND CHANGES

Regional Directors: Please forward this information on to the chapters in your region so that they might share it with their members.

Chapter Presidents: Please forward this information to all your members and make hard copies available to those without email.

All SMART Members: Beginning with the next Monthly SMART Membership Report, columns will be added to the report indicating the primary chapter of registration (if any) and the referring SMART member number/name for those members whose membership is delinquent, or deleted so that they might be contacted more accurately to determine the cause and possible correction of their membership status. This additional information should help make contacting these members easier.

Also, the monthly Membership Reports will be sent to the Regional Directors and to the Chapter Presidents. This will get the information to the chapters more quickly and also allow the RDs to follow up more expeditiously. Perhaps this change will help stem the flow of members leaving the club for reasons other than age and ability.

The new SMART Membership Application Forms will be published in the next issue of The SMART Traveler and will be placed on the website for download. The form in the magazine and placed on the website will be a two-part form, with the top half being used for new member application and the bottom half being used for renewing members.

A second SMART Membership Application (with color highlights) will be placed on the website. This application will be one-page and be used for new member application only. Also on the website will be an New Member Application form cover page (with color highlights) that briefly describes SMART and lists the various Region Directors as Points of Contact. These two pages can be downloaded and then printed on a single sheet of paper (front and back) and used for recruiting. This same double-sided form will also be printed out at SMART Headquarters (HQ), initially in limited quantities, and made available to SMART members for recruiting.

However, a word of CAUTION - SMART HQ is in the process of changing telephone companies, internet providers and website hosts. This change is for technical reasons and cost savings and should occur by January 1, 2011. What this means is that the email address for SMART and the website address will be changing. To limit the amount of material that is produced prior to this changeover, only small amounts will be printed at SMART HQ and we request that our members also limit the amount of forms that are produced locally. Once the new email address is determined and the website address is finalized, the forms on the website and in the subsequent Traveler will be changed accordingly. These updated forms and information will also be

sent out to all RDs for forwarding to the chapters, and subsequently to SMART members via email and in The Traveler as soon as it is available.

A question was asked and the answer needs to be provided to all SMART members. The question was "If I recruit a member into SMART and that person's name appears in The SMART Traveler without my SMART Number as the referring member, can I get credit for recruiting that member? The answer is "yes" and "It depends". If the Referring Members Number is blank and you can substantiate your claim, you can get credit for that member joining. How do you substantiate that you recruited that member - merely keep a log/contact list of the persons that you recruit, provide a Membership Application to, provide recruitment material to, or otherwise contact about joining SMART. If you have this contact documented, just call SMART HQ and they will be glad to give you credit for the new member, provided that no one else claims that member, in which case, we will try to resolve the dilemma. Please realize that this only applies to those that you have had contact with a recruited member and new member has no other member number referring them

Finally, several chapters and regions are producing their own personalized recruiting material. This is an excellent method of creating recruitment material that is designed specifically for a geographic area or target group. The only requirement is that the SMART Membership Application used either be the official copy downloaded from the website, obtained from HQ, or be a word-for-word copy of that application. No changes in the text are permitted for liability reasons.

I would like to thank John Farrell, SMART National Recruiter-Retention; Tom and Sandy Percy and the AR Diamonds Chapter, Sherwin Steilow and the Kansas Cavalry, and Jeff Stephens for their input and assistance in the development of the membership and recruiting material now being used in SMART.

I hope the information in this email proves useful to everyone and that through our combined efforts we can turn around the losses in membership that we have been experiencing.

Thanks you for allowing me to serve you,

Chuck Kuzma
SMART 2nd Vice-President
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