



## Twelve Months of Membership

### January

- Contact all Membership Chairs for renewal push leading to delegate deadline on March 31.
- Mail renewal notices.
- Plan a “Welcome to the Neighborhood” event for incoming residents and spouses following Match Day.
- Identify hosts for interviewing medical students.

### February

- Organize a phone-a-thon to call all members who have not yet renewed their membership and ask them to do so before the end of March.
- Mail renewal notices.
- Check online membership report and renewal report to track your state’s progress.
- Send monthly dues to AMAA.

### March

- Last push for delegate allocation —send renewal notice or email to non-renewing members.
- Celebrate Doctors Day: March 30.
- Deliver Match Day packets to local residency programs.
- Send dues to AMAA by March 31.
- Reward your volunteers for their hard work!

### April

- Report your state’s delegates for the Annual Meeting in June.
- Send personalized thank you cards to all members for joining/ renewing their commitment to the Alliance.
- Send leadership directory to AMAA.
- Send monthly dues to AMAA.

### May

- Encourage new leaders to attend the AMAA Annual Meeting in June.
- Plan an event with your local medical society that includes both physicians and spouses.
- Organize a *Surviving the Training Years* event for new residents and spouses.
- Send monthly dues to AMAA.

### June

- Last push for members for the new fiscal year. Make personal phone calls to prospects who are on the fence about joining.
- Obtain student lists from local medical schools and invite students and spouses to a *Surviving the Training Years* event.

### July

- Obtain mailing lists from local hospitals or medical societies and send recruitment mailing to physicians and spouses.
- Create “Welcome to the Community” kits to welcome new physician families.
- Send expiration mailing to any members who have not renewed.

### August

- Send follow-up mailing to local physicians and spouses.
- Advertise in local medical society and hospital newsletters.
- Encourage new leaders to register for LDC in October.
- Plan back -to-school activity using Alliance activity books and encourage potential members to participate with their family.

### September

- Plan a community outreach event with your medical society.
- Survey your members to find out what activities would interest and engage them.
- Plan activities based on survey results.
- Register for LDC.
- Send monthly dues to AMAA.

### October

- Send follow-up recruitment mailing to *Surviving the Training Years* participants.
- Plan an Alliance holiday card promotion to former and prospective members.
- Attend LDC and share recruitment and retention strategies with members from across the nation.

### November

- Identify hosts for interviewing medical students.
- Create Match Day recruitment plan.
- Mail holiday card.
- Distribute “Elevator Speech” to your members and tell them how to use it to recruit new members.
- Mail renewal notices.

### December

- Plan at least four mailings to your members per year, i.e. newsletter, President’s letter, promotion with dues notice, etc.
- Host a holiday reception and invite nonmember physicians and spouses.
- Create retention plan in preparation for the new year.

## Alliance Membership Marketing Resources

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Explore a variety of membership resources on the Alliance web site at [www.amaalliance.org](http://www.amaalliance.org).

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