

	POLICIES AND PROCEDURES	INDEX NO. 3015	APPROVAL LEVEL EB
	SUBJECT Chapter Membership Promotion	EFFECTIVE 8/2024	SUPERSEDES 5/19
	SPECIAL DISTRIBUTION Officer's Handbook		

POLICY

To promote chapter membership to those non-chapter members and to organize new chapters in an attempt to encourage members to join a chapter. This promotion to continue indefinitely and be called "Join a Chapter Now".

PROCEDURE

1. To work with the Area President to target areas throughout the United States by the use of the computer which is capable of compiling names of non-chapter members in any given area.
2. Once the target areas are determined, the National Office would deploy a chapter promotional piece which would survey the members desires regarding chapter membership. For example:
 - Is the member interested in being a member of a chapter?
 - Would he or she be interested in helping form a new chapter?
 - Would he or she be interested in joining a chapter that is already established?
 - Does he or she know of any available site in his or her area for an organizational rally?
3. When questionnaires are received back at the National Office, they would be compiled to determine if there is a need to form a new chapter. Those members interested in joining a chapter that is already established, would be sent to the President and Secretary of the chapter located nearest the member.
4. If the need to form a new chapter is indicated, the Area President would then appoint a Rally Master to plan and coordinate the first rally. The Rally Master could be the Area President or another member that the Area President would choose who lives within the target area. This member should have some experience in forming a chapter and planning a rally.