Chapter and Club
Membership Incentive Program

I. Promote membership and your group gets a portion of the memberships you bring in!

II. Incentive payment is provided in January and July for the previous six months.
   a. You don’t have to win the division to receive the incentives from the memberships you bring in.

III. Incentive is increased during the months of Feb.-March and Sept.-Oct.

IV. Discounted memberships (i.e. special sales) cannot and will not be counted as one that has been brought in by your group.
   a. 3 year memberships are okay

V. Competition Divisions (for bonus)
   a. Arizona 1
      i. Minimum goal: 20
         1. $300 bonus for winner
   b. Arizona 2
      i. Minimum goal: 10
         1. $300 bonus for winner
   c. Arizona C
      i. Clubs division is not included in the competition
   d. Division 1
      i. Minimum goal: 15
         1. $300 bonus for winner
   e. Division 2
      i. Minimum goal: 10
         1. $300 bonus for winner
   f. Division 3
i. Minimum goal: 5
   1. $300 bonus for winner

g. Division 4
   i. No minimum goal
      1. $200 bonus for winner
         a. Increases to $300 if the winner exceeds 5 memberships

VI. Division Competition Periods (for bonus)

   i. Divided up in six month periods (Jan.-June and July-Dec.), which means the competition starts anew every six months.

   ii. Following each period (Jan. and July), the membership program will pull the numbers and awards the groups that beat the minimum goal and had more than their division peers (bonus).

   iii. Soon thereafter, the UAAA will automatically transfer funds that your group earned into your BofA checking account.
      1. This applies to any group that brought memberships in—not just the division winners.

   iv. Use the funds for engagement opportunities i.e. events, activities, communications, marketing so more Wildcats get involved with your group and more become members.

b. Two Ways to Join – **You MUST use your affiliate name!**
   i. Online at [www.arizonaalumni.com/membership](http://www.arizonaalumni.com/membership)
   ii. Membership brochure or form at event
      1. Memberships will not be attributed to your group after the membership has been received and processed.
      2. Your affiliate name needs to accompany the membership when it arrives via online payment, brochure, check, etc.

VII. How to Promote Membership

   a. Membership blurb and link in your emails

   b. Membership posts on your Facebook page
      i. Recognize members at events
      ii. Member-only raffles
      iii. Giveaways to people who join
      iv. Have members stand to be recognized
v. Nametag ribbons
vi. Stickers
vii. Member pricing

**Drive Periods (increased incentive payment):** February, March, September, and October,
**Non-Drive Periods:** All Other Months

**Program Change**

The six month periods are changing to June-Nov. and Dec.-May starting July 1. This means the first new period is a little shorter than usual (July-Nov.) with the second being Dec.-May (a little longer). The transition will be completed June 2016.

This means that payouts will soon occur in June and December starting December 2015.