

## Membership Drive/Campaign Planning Template

Use this to plan your unit’s membership drive. You can plan it around your conference, or choose a particular month that works best for you.

Questions? Email Julie I. Bost, CASE Membership Chair, at [casemembershipchair@gmail.com](mailto:casemembershipchair@gmail.com) or call 336-847-0749

<b>Task</b>	<b>Person Responsible</b>	<b>Timeline</b>	<b>Notes/ Additional Info</b>
Determine what your NEW membership benefits will be (discounted conference registration, free “Lucky 21” publication, etc). Revise or add benefits if needed. CEC/ CASE cannot discount membership rates.			
Choose your membership drive month			
Publicize! Emails, website info, etc.			
Contact CASE office for free promotional items (Allow one month prior to date needed). <a href="mailto:rsmith@casecec.org">rsmith@casecec.org</a> 478-333-6892			
Contact CEC for membership forms/brochures (Allow one month prior to date needed) <a href="https://www.cec.sped.org/About-Us/CEC-Leadership/Unit-and-Division-Leadership-Resources">https://www.cec.sped.org/About-Us/CEC-Leadership/Unit-and-Division-Leadership-Resources</a>			
Reach out to administrators that wear multiple hats in their school/ district. (principals, special ed directors, federal programs directors, etc.)			

<p>Write an article about the benefits of unified membership for your unit's newsletter.</p>			
<p>Have Unit Membership Committee members present at registration booth for unit conferences to distribute flyers on unified membership.</p>			
<p>Have an exhibitor table at unit conferences for CEC/CASE membership. Have membership committee members help at the table.</p>			
<p>Have an exhibitor table at "non-special education" conferences to target general education administrators that oversee special education teachers and programs</p>			
<p>Ideas from 11.07.18 BOD meeting:</p> <ul style="list-style-type: none"> <li>● Silent auction</li> <li>● All non-members in a drawing for a reduced CASE rate</li> <li>● CASE-endorsed vendors should be invited to sponsor &amp; speak at state CASE events</li> <li>● Display information &amp; programs at State Technology conference</li> <li>● Membership info @ State Supt.'s conference</li> </ul>			