



## CSCE MEMBER-TO-MEMBER CAMPAIGN

CSCE is counting on our members to help us grow by actively participating in the Member-to-Member Campaign. The Campaign is vital to achieving the goals set out in Vision 10/10 – 10,000 members by the year 2010. Membership in the CSCE demonstrates a personal commitment to the profession, both locally and nationally. There is strength in numbers – by increasing our membership base we can become a louder and stronger voice on matters relevant to the profession.

Our research shows that many non-members haven't joined CSCE simply because they "haven't been asked." Recruiting new members can be as simple as asking. Communicate the value of your membership to your fellow engineers through personal anecdotes. Help your colleagues discover the professional benefits of CSCE membership – invite them to join!

All CSCE members in good standing can participate in this recruitment campaign.

***Privacy Policy:***

*Any information provided to CSCE for the purposes of recruiting a new member will be used solely for that purpose, and will not be shared, exchanged, rented or sold.*



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### Tips for Recruiting New Members

**Recruitment is easier than you think!** Recruiting new members isn't about selling – it's about exposing your colleagues to an opportunity to advance their careers and increase their business network. Communicate the value of your membership to your fellow engineers.

**Promote CSCE to your colleagues with enthusiasm!** Show your enthusiasm and tell firsthand accounts of how your CSCE membership has been a great investment in your career. Prospective members will be much more likely to join CSCE if you provide a personal anecdote.

**Be familiar with the many benefits CSCE offers members.** From conference and publication discounts to life-long learning, CSCE is leading source of technical and professional information in the civil engineering field. Spread the word.

**Identify the best candidates for CSCE membership.** The key to successful recruitment is asking the right people to join. Your colleagues, recent graduates, and new employees in your organization are all great prospects and will appreciate that you have gone out of your way to help them in their careers.

**Invite potential members to a Section activity.** Ask for an RSVP and assign a member to each guest who is planning to attend. This will give the guest a point of contact who can make introductions to other members in the group.

**Make it personal.** Personally deliver or distribute application forms to your recruits.

**Refer Colleagues to CSCE Web site for Membership application.** Provide new recruits with our Web site address ([www.csce.ca](http://www.csce.ca)) so they can download membership application or join online.

**Follow up with prospective members and see if they've mailed in their applications or joined online.** Reinforce the reasons for joining the CSCE: annual conferences, workshops, seminars, publications, networking and career-building.

**Send an e-mail or handwritten note thanking them for considering CSCE membership and expressing appreciation for their support of CSCE.**

**No time to act.** Provide CSCE's National Office with your colleagues' names and e-mail addresses and CSCE's staff will send them membership information on your behalf. If they join you will be notified and you will receive credit for the referral.

**Encourage participation in CSCE.** Invite new recruits to be active in one or more of our several committees – the more they invest in their membership, the greater the rewards.