

Questions and Answers on the 70/70 Membership Campaign

Q. Who can take advantage of the \$70 membership?

A. Professional members only. There is no promotional fee for student or merited members.

Q. Why are you reducing chapter and division dues?

A. To give you the tools to entice prospective members to join IAAP and make your local group even stronger. The international board of directors fashioned this program after a common practice of chapters and divisions deeply discounting or even waiving their new member dues for the first year. After the first year's promotional dues, your dues will return to their normal levels. With an average membership of four years, a short-term discount can pay off. And you gain a new member.

Q. So, what exactly is the reimbursement to chapter and divisions?

A. Participating divisions will receive \$5 for each new member. Participating chapters will also receive \$5 for each new member.

Q. Is the \$15 processing fee being waived?

A. No. Since the processing fee represents a one-time cost of processing a new member application, it is not being waived as part of this promotion.

Q. My chapter wants to participate but our division isn't on board at this time. Can chapters participate without a division?

A. Your division must participate in order for your chapter to take advantage of the 70/70 membership recruitment.

Q. Is there anything I can do to ensure my division is participating?

A. Yes! Contact your division president and tell her your chapter wants to participate and encourage the division to sign-up.

Q. Is sign-up online only or can people mail in their application and fee?

A. New members can join online or print out the application and mail it to headquarters.

Q. I know a past member who wants to renew. Can she sign-up under 70/70?

A past member is considered a new member if over two years have passed since she was a member. Under this program, if her membership is lapsed over two years, she can take advantage of the \$70 membership.

Q. I had someone join the week before the 70/70 membership campaign was announced. Can this new member get reimbursed for the difference?

Yes. This membership campaign is retroactive to Jan. 1, 2012. Contact the membership department.

Q. Can I use the new members I recruit to go toward the criteria needed for the Member of Excellence?

A. Yes. However, please be aware of the IAAP year in which you recruit a new member. If you recruit someone in March 2012, that will count toward the 2011-2012 MOE. If you then recruit another person in September 2012, that counts toward the 2012-2013 MOE.

Q. If we choose not to participate, can we still recruit new members who join at the international level?

A. Yes. New members who do not select a chapter or division will join as an international member-at-large and can be contacted by local units; however, to qualify for other achievement programs such as Pathways to Excellence, or the 70/70 pin, any members recruited must be *new* members.

Q. When is the deadline to sign up? I have to get approval from my chapter (or division) board.

A. There is no deadline. You can sign up anytime during the year. We will add new chapters and divisions to the list every two weeks.