



# AIC Member-Get-A-Member Campaign Guide

*BUILDING the Industry Together*

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# Mission Statement

*The purpose of The American Institute of Constructors (AIC) is to promote individual professionalism and excellence throughout the related fields of construction.*

Our mission is to provide:

- A qualifying body to serve the individual in construction, the Constructor, who has achieved a recognized level of professional competence;
- Opportunities for the individual constructor to participate in the process of developing quality standards of practice and to exchange ideas;
- Leadership in establishing and maintaining high ethical standards;
- Support for construction education and research;
- Encouragement of equitable and professional relationships between the constructor and other entities in the construction process; and
- An environment to enhance the overall standing of the construction profession.

## Recruitment Tips & Info

With all the different ways to recruit new members, sometimes it can be hard to know where to start. Below are some questions to ask using the **Who, What, When, Where, Why** method before beginning a member recruitment effort. Having answers to these questions before you begin recruitment may help make things a little easier.

### Who are we recruiting into the AIC membership?

- Top or middle management from major general contractors in the area; area subcontractors; members from related fields such as Architects — Project Administration, Engineers - Project Administration, Owners - Plant Engineers, Building Supply Houses – Management, Lawyers, Accountants; faculty from schools of construction, anyone involved in or related to the construction industry.
- Set a goal for how many people you plan on recruiting and multiply by 10 to see how many prospects you'll need to contact to reach your goal (ex: new member goal of 2 x 10 = 20 prospects).

## What are we offering them in exchange for membership?

- Ask prospects to visit [www.professionalconstructor.org](http://www.professionalconstructor.org) and click the “Members Only” icon on the homepage. Or share with them the 11 reasons to join AIC below:
  - Courses through Lorman Education Services – **NEW!**
  - FedEx shipping discounts – **NEW!**
  - Job Board – **NEW!**
  - Access to Local Chapters
  - Annual Forum registration discount
  - Waived application fees for the CPD program
  - Publications & Industry Information
  - Awards and Recognition
  - Voting Rights & Leadership Opportunities
  - Member Directory Listing and Access
  - Personal online profile and forum access
- Membership levels and prices are below. Refer to the “Join AIC” icon on the homepage of [www.professionalconstructor.org](http://www.professionalconstructor.org) for more details.

|             |       |
|-------------|-------|
| Fellow      | \$265 |
| Constructor | \$215 |
| Associate   | \$139 |
| Educator    | \$150 |
| Affiliate   | \$290 |

## When and how do we offer membership?

Member recruitment is encouraged as an on-going activity throughout the year using a variety of communication channels. For this specific campaign, the **deadline is March 31, 2012.**

- People generally need to see a message frequently before acting on it (some say around 3-5 times). Choose one or any combination of ways to get the word out about AIC. Be sure to space out your communications throughout the campaign in order to avoid too much contact by setting up a schedule or choosing one form of follow-up after the initial invitation:
  - **Email:** Send an email invitation to friends, colleagues, or associates encouraging them to join AIC (see sample on p4).
  - **In person:** Invite prospects to join you at AIC Headquarter or chapter events. Or keep a few membership applications on hand for scheduled meetings or run-ins at the office or during other events.

- **Mail:** Send applications or event invites to interested friends or prospects. Call the AIC Headquarters at 703-683-4999 for mailing materials.
- **Telephone:** Share the benefits of membership and personal experiences with friends and prospects over the phone. Follow-up after other channels of outreach to see if they joined or if they have questions (ex: send an email and follow up a few weeks later with a phone call).
- **Online:** Copy and paste the online application link, <http://goo.gl/pSHZy>, into your social network pages and online forum discussions. Ask prospects to list your name in the “Referred By” line of the application.

### Where are we offering membership?

- Online at [www.professionalconstructors.org](http://www.professionalconstructors.org). Refer them to the “Join AIC” icon on the front page or send the following link - <http://goo.gl/pSHZy>. Or send them a membership application which they can fill out and mail back to AIC, 700 N. Fairfax Street, Suite 510, Alexandria, VA 22314 or fax back to 856-423-3420.

### Why are we offering membership in AIC?

- Simply because it benefits us all! More members mean more opportunities for growth in the construction industry. A growing organization makes for an even greater impact when it comes to expanding the reach of AIC’s mission, demonstrating the value of working with certified industry professionals, and creating viable partnerships with industry constituents and organizations that benefit individual professionals in the industry.

## Sample Email

**Below is a sample email you can send to your friends/colleagues encouraging them to join AIC:**

Dear [Colleague’s name],

The American Institute of Constructors is just the place for anyone looking to join us in our mission of promoting ethics and professionalism in construction. Membership in AIC has shown me the importance of individuals working together to **BUILD** an industry. I have also personally benefited from opportunities to enhance my education, career, and personal goals. Now I would like to extend the same opportunity to you.

Join by **March 31, 2012** and benefit from offerings such as:

- **Waived Application fees for the CPD Program** needed to maintain your certification.
- **AIC Job Board (NEW!)** to keep you connected to top employers; including member discounts for employer job postings.
- **Education & Training (NEW!)** including **20% off** of online courses offered by Lorman Education Services. Sure to help you learn new ideas and concepts that can be applied to your career and personal improvement.
- **FedEx Discount (NEW!)** where you can **save up to 26%** on select FedEx® shipping services.
- **Local Chapters and National meetings** to connect with fellow colleagues and businesses through networking activities that build lasting relationships, advance your career, and expand your professional reach.

Please help us fulfill our mission and join today by either filling out the attached application or applying online at [www.professionalconstructor.org](http://www.professionalconstructor.org) or <http://goo.gl/pSHZy>. Be sure to list my first and last name in the “**Referred by**” box of the online form or on the attached application.

Thank you and looking forward to **BUILDING** the construction Industry with you!

Sincerely,

[Your First and Last Name]

## Contact Information

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