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# CD-ROM Contents

**T**HE CONTENTS OF THE accompanying CD-ROM are intended to provide users a sampling of documents, spreadsheets, and other tools that some organizations are using in creating and executing membership strategy, calculating membership budgets, recruiting and retaining members, hiring membership professionals, and more. The files could be used as starting points or to generate ideas for creating your own documents and tools. The files should not be considered as legal guidance, and users should evaluate the applicability of any recommendations in light of their particular situation. Because each organization and situation is unique, users should seek legal review and guidance for any areas that pose legal dangers or might increase their liability.

In addition, while the organizations have given ASAE the right to reproduce the documents for this CD-ROM, unless otherwise noted in the document, the organizations have not given users permission to use the graphics and artwork in the documents, or to copy the text of the documents.

## List of Forms

1. ABA Drop and Renew Member Email (PDF)
2. Affinity Agreement Application (PDF)
3. Affinity Agreement Template (PDF)
4. AMS Functional Checklist (PDF)
5. Expired Dues Notice (PDF)
6. First Renewal Email (PDF)
7. General Membership Brochure (PDF)
8. IADD Member Drop Survey (PDF)
9. IADD Membership Recruitment Plan (PDF)
10. IADD Renewal6-07 (PDF)
11. IDS Dues by Payroll and Grants (PDF)
12. InfoComm Membership Dues by Membership Type (PDF)
13. List Rental Sample Policy and Sample Order Form (PDF)
14. Mailing List Rental Agreement (PDF)
15. Marketing Brief Form (PDF)
16. Member Get a Member Letter (PDF)
17. Member Prospect Inquiry (PDF)
18. Member Recruitment Budget Spreadsheet (PDF)
19. Member Relations Director Job Description (PDF)
20. Membership Application (PDF)
21. Membership Director Job Description (PDF)
22. New Member Call Sheet (PDF)
23. New Member Welcome Letter (PDF)
24. Membership Renewal Strategy (PDF)
25. NJSCPA Renewal Phone Call Scripts (PDF)
26. Renewal Email with Contest Incentive (PDF)
27. Renewal Notice Schedule (MS Excel)
28. Renewed Membership Budget Calculation Spreadsheet (MS Excel)
29. RFP for Association Management System (PDF)
30. Sample Renewal Campaign Pieces (PDF)
31. Six Month Contact Letter
32. Thank You for Renewing Email (PDF)
33. Trade Dues by Unit Manufactured (MS Excel)