



LES Membership Recruiting Tips

1. Be familiar with the benefits that LES offers its members.

Included in this kit are two flyers highlighting Member Benefits: Ten Reasons to Join and a flyer on what LES members have access to.

2. Share why you joined LES.

For example, maybe you:

- joined LES to gain contacts and ended up meeting individuals who turned into lifelong friends and/or mentors, exceptional collaborators, great bosses, or profitable business partners.
- had an unforgettable experience at a LES meeting or at a local chapter event that affirmed LES as the professional community for you.

3. Identify the best candidates for LES membership.

The key to successful recruitment is asking the right people to join. Your co-workers, young professionals, and professionals new to your field are all great prospects and will appreciate that you have gone out of your way to help them with their careers.

4. Recommend LES to your colleagues in a positive manner.

Share your enthusiasm about LES with others. Prospective members will be much more likely to join if you share how your LES membership has been a great investment for you and your career. Recall any special experiences and relate them with energy.

5. Provide potential new members with the URL for the LES website so they can join online.

Visiting <http://www.lesusacanada.org/> gives them the opportunity to see for themselves all the activities created and shared by LES.

6. Or attach an application to an email.

Included in the kit is a flyer that can be sent to a prospective member. It includes a fillable PDF application. You can also attach the two Member Benefit flyers as well.

7. Ask your colleagues to enter your name as their referring member.

We want to acknowledge and show our appreciation for your support. Every time you refer someone who joins, you will be entered into a drawing for prizes. The more colleagues you refer the better your chance of winning! To be eligible, however, your name must be on the new member's application when they join.

8. Invite a colleague to attend a LES local chapter event or LES meeting to experience first-hand the professional benefits of LES membership.

This is a great chance for your co-worker or peer to experience both the educational and networking aspects of LES up close and personal.

9. Follow up with prospective members to see if they've mailed their applications or joined online.

Give a polite reminder via email or in person about LES's many benefits and how member discounts and networking opportunities easily justify the annual dues.