



Reminder-TOPS Headquarters New Members E Mail Campaign Campaign runs from July 1-December 31, 2011

Chapters with email listed with TOPS will receive an email from TOPS each month showing a list of the chapter's new members since the beginning of the Contest. (see page 2 for TOPS headquarters information)

Once your chapter has received the email saying that you have four new members, print the email and attach it to a full price new membership or membership renewal form, put the word "Bonus" in the "Fee Paid" area and send to your Coordinator.

Coordinator Ideas & Bonus

For those achieving (Headquarters New Member Campaign) and earning the "bonus" of a free memberships from TOPS to use in the chapter. See below TOPS Campaign information (TOPS News Issue-July). **Remember, for every 4 new members, you can earn a free membership from TOPS.**

- Encourage your members to bring in new members to your chapter and award the member that brings in the most new members with the "free bonus memberships" from TOPS. If tie, drawing is held to award the member with free membership.
- **Coordinator Bonus** for the chapter with the most new members [joining 7/01/11 - 12/31/11](#), I will reward that chapter with a "Free Membership" to use at chapters' discretion. Also, I will award the winning chapters' leader with a "Free TOPS Bag" Promotional Item.

I have attached for quick review headquarters information and rules for the road campaign-

New Member Email Campaign (July 1- December 31, 2011)
Please encourage your chapters with email to participate in the New Member Contest in July TOPS News.

Sample email to leaders: Sent monthly to the chapter leaders that have an email addresses in IMIS and **submit full-priced, new memberships & meet the above date of July 1, 2011**: Congratulations (Leader Name) – (email address)

This is a cumulative list of members that have been added to the TOPS Database since July 1, 2011.

When the cumulative list TOPS processes shows four new memberships from your chapter, print and attach the email to any full price new membership or renewal in your chapter. Submit these to your coordinator and in the area “Fee paid:” List the word “bonus”

The email listing cumulative members in the chapter must be attached to the membership blank when sent to headquarters. New chapters forming during this period are eligible for the free membership bonus. **When the cumulative list TOPS processes shows four more additional new memberships from your chapter, print and attach the email to another full price new membership or renewal in your chapter and submit as above.**

Welcome New Members to your group and watch our TOPS Family Grow!

