



**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.

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.

How can you use the "free" membership?

- 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.
- Give to a chapter officer or member that goes "above and beyond" to make your chapter great.
- Use as a prize for a contest or open house drawing
- Submit a renewal or new membership application and keep the money in your treasury for your SRD fund.

(If your chapter leader doesn't have email or if you don't have a chapter designate with email, it's not too late to submit a designate for your chapter – simply let your Coordinator know who you would like as your designate, and you will be eligible for this campaign.)

See below TOPS Campaign information (TOPS News Issue-July). **Remember, for every 4 new members, you will receive a free membership from TOPS.**

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.**

In addition, you have the opportunity to purchase The Choice Is Mine at 5 for \$25.00 (shipping included) at the time the free membership form is used. Just send a chapter check or money order for \$25.00 and add the address and membership number of one person to whom the Choice Is Mine books are to be sent. This is a savings of over \$50.00!

*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. An additional 5 Choice Is Mines may be purchased as outlined above at the same time.*

Both the free membership and discount on The Choice Is Mine must be received by your coordinator no later than March 1, 2012.

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

