



ASCLS MEMBERSHIP COMMITTEE NEWS

Here are January/February updates from your ASCLS Membership Committee:

SPRING NEW MEMBER PROMOTION CHANGE (STARTS MAY 1, 2017):

- We will now extend memberships to the end of the following membership year beginning May 1st rather than March 1 like it used to be.
- Examples:
 - a new member joins on March 15, 2017-their membership will expire on July 31, 2017.
 - a new member joins on May 1, 2017-their membership will expire on July 31, 2018.
- All membership types are included with this promotion.

CHANGES TO PRORATION

- PF1 and PF2 memberships will be prorated beginning Nov 1st of every year. All other membership types are not included.
- We cannot control having the system only prorate brand new members, so we will assess a "late renewal fee" to renewing members who did not renew on time.
 - Currently we are charging \$33 for PF1 and \$25 for PF2 members for late fees.
 - Examples
 - As of today, if a PF2 **LAPSED** member from Louisiana renewed, they would be charged as follows: \$39 for National Dues + \$15 for LA Dues + \$25 for the renewal late fee for a grand total of \$79.
 - As of today if a **NEW** member from Louisiana renewed, they would only pay \$54.00 or \$39 for National Dues and \$15 for LA Dues.

Spring Meeting Focus:

- As we look forward to spring, many of you are in the midst of planning your spring conferences. This is a great opportunity to recruit new members. These meetings are a wonderful networking time and attendees are enjoying all that you are offering. If they aren't members, this is your chance to share the benefits of belonging to ASCLS.
 - Resources:
 - Membership Committee page on the website:
<http://ascls.org/membership/membership-committee>
 - Vista Print Store
 - <http://www.vistaprint.com/vp/ns/EnterprisePartner.aspx?rd=1>
 - Spring meeting promotional packets are available from the online store.
 - Go to www.ascls.org/store
 - Select the Membership Products category and navigate to the Meetings Promotional Materials Packet.

- Make sure you include a Membership Table/Booth at your meeting. You want the table in a very visible area. Include printed application forms and if possible, a laptop at your table for online applications.
 - Check out the examples of [moderator statements](#) in our resource material (same link as above; look for Membership Recruitment Guide for Moderators). At the beginning of each session, ask the moderator to include one of these statements – you have a captive audience and this is a perfect opportunity to share the benefits of membership with both members (a great reminder!) and non-members (wonderful encouragement!).
 - Introduce an [early renewal promotion](#) at the spring conference. Set up a campaign rewarding members who renew in May or June. Make them eligible to win prizes in a drawing in July. Ideas for prizes are complimentary registration to your next conference, coupon for free renewal next year, or a very special donated gift. We have many talented members (and spouses, children, extended family, etc...) across our organization who are happy to donate to the cause.
- **Voices Under 40**
 - Don't forget to nominate that shining star in your state or region. Nominations forms are available at <http://www.ascls.org/voices-under-40/> and are due into the National office at andrea@ascls.org by May 1, 2017.
- **Return on Investment: Patient Safety Resources**
 - Did you know ASCLS has many excellent tools available to use when teaching and promoting Patient Safety? Check out the links on the ASCLS website (ASCLS→Participate→Committees→Patient Safety):
 - Click on Patient Safety Tips and Tools” (<http://www.ascls.org/patient-safety/patient-safety-tips-tools>) and you will find many valuable resources including customizable flyers to share with your patients.
 - The ASCLS Patient Safety Committee has developed these Patient Safety Tips flyers for your use in providing testing information to your clients.
 - Available flyer topics cover Venipuncture, Hydrogen Breath Test, 24 Hour Urine Collection, Glucose Tolerance, and Fasting Patient safety tips

This is another example of the many valuable resources available to ASCLS members!

Remember, without members, ASCLS cannot provide all of the wonderful benefits that you enjoy...

- Conferences, Networking, Leadership Development, Advocacy, Publications, Continuing Education, Discount programs, Promotion of the Profession ...

RECRUIT....RENEW....RETAIN