



# USAWOA SUSTAINING MEMBERSHIP PROGRAM

## *Program overview:*

- Designed for the small business and local merchant.
- “Everyone Warrant Officer gets their hair cut, the car oil changed, and eats in a restaurant – every local merchant and small business owner they visit is a potential Sustaining member!”*
- Dues scaled just slightly above individual membership (\$50 and \$85 per year).
- Substantial step below Corporate membership program.



# **USAWOA SUSTAINING MEMBERSHIP PROGRAM**

## ***Mechanics of Program:***

- **Membership Information sheet to be used hand-in-hand with current organizational literature, explaining what a Warrant Officer is, and what the Association is chartered for.**
- **Include the Association information, Membership Information sheet, a copy of the Newsliner, and a USAWOA sticker in a folio to present to the merchant.**
- **When approaching a business, offer to sit with them as they fill out the application, or to personally pick up the application after they've had the chance to complete it – applications will NEVER get mailed by the applicant, these are busy people!**



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## ***Mechanics of Program (cont'd):***

- **Accept the completed application, and welcome the new Member aboard. If possible, have a photo taken with the new Sustaining member for submission to the Newsliner.**
- **Send the application and check in to the National Office right away, making note in your local chapter records of the new membership.**
- **Review your quarterly membership information from the National Office to ensure your new sustaining member has “hit the wire.”**



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## ***Next Steps for the Board:***

- Review the draft info provided at concept brief.**
  - Validate the dues structure and membership benefits.**
  - Send any recommendations back to CW5 Grapin for amendment. Finished product to be sent back to National Office and Webmaster for posting to website and distribution to Chapter Presidents.**
- CW5 Grapin to draft a joint electronic launch message (with CW5 Niskier) to the Chapter Presidents, detailing this new program.**



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## ***Next Steps for the HQ Office:***

- Webmaster – prepare a gameplan for how such website hot-buttons would look.
- Herb, et al –
  - Prepare a small supply of on-call products for use by Chapter Presidents (USAWOA Stickers, recent copies of the Newsliner, etc.). *The Honor System is expected here – and a short-supply of these items otherwise available for purchase is just that...*
  - Prepare a small supply of Sustaining membership packets (stickers, etc.) to provide a quick turn for new Sustaining membership applications.
- Newsliner Editor – develop a gameplan for the one-tie complimentary ad placement by Sustaining members.



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## ***Next Steps for the Program:***

- (Larger-scale) Corporate program to be reviewed for structure and benefits (if we only have one Corporate member, we're likely not doing something right here...).
- CW5 Grapin to review, submit recommendations for restructure back to Board.
- Revised program literature developed (CW5 Grapin in-box item), retransmitted to the Board for approval.
- Likely some immediate return on effort with such companies as Geico.



# **USAWOA SUSTAINING MEMBERSHIP PROGRAM**

## ***Program Expectations:***

- **We will not “drown” in Sustaining membership applications.**
- **We will not “go broke” in giving out Freebies to the Sustaining members.**
- **The program will start slow, and it’s reasonable to expect that even after the next AMM, word will still travel by smoke signals on this program.**
- **Confusion will not run rampant, but we must be prepared to answer these questions as they come in. CW5 Grapin will be glad to answer these questions directly until the HQ gets a footing on the details.**



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## ***Program Expectations (cont'd):***

- **Some chapters will do very well with this program immediately, in bringing ten or more sustaining members on in their first year of working with the program.**
- **Many will do no better with this program than with individual memberships, and we must set our expectations for this inevitability.**
- **In the Board's review of the dues structure and benefits, we must consider that our existing membership dues ARE TOO HIGH, so we cannot price ourselves out of the market in touching a local merchant's pocket book – think *"Mom and Pop Shop"*.**



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## *Program Expectations (cont'd):*

- CW5 Grapin will be available by cellphone during your Board meeting (and any time after, for that matter) to answer your questions.
  - Cell: 703 307-8725 (best).
  - Office: 703 601-7920.
  - Office Cell: 571 337-4057.
  - Email: [mark.grapin@us.army.mil](mailto:mark.grapin@us.army.mil)