



TOP AMRA RECRUITER TO EARN \$500!

We hope you have noticed AMRA ramping up its advocacy efforts in the last year. The hiring of Ted Painter as our first National Legislative Director has added new facets to our efforts — a new Legislative Watch section on the website — new Position Papers written and posted to the Advocacy page — more CAPWIZ issues for you to contact your legislators about.

With this increased focus comes the realization that we need numbers. To accomplish our mission of protecting the federal benefits of our members, we need more members marching tall behind us. To that end, the National Board of Directors has announced a new recruiting challenge by deciding to speed up the recruiting goals in AMRA's strategic plan. **One hard-working AMRA member will earn \$500 as the 2017 Top Recruiter!**

The Rules:

1. A minimum of five (5) new members processed at National HQ by 12/31/2017 to qualify.
2. All recruits must list you as the recruiter and include your AMRA Member ID#, whether they apply on a paper application or join online.
3. In the event of a tie for Top Recruiter, the first recruiter to reach the top number will earn the award.

The Rewards:

1. For each member you recruit, you may take 10% off your AMRA merchandise order. You will need to phone your order in so that we can confirm your recruit and allow your discount.
2. Recruit five (5) members and you will earn an AMRA challenge coin and position yourself to earn the top award of \$500.
3. Recruit ten (10) members and you will earn a baseball cap featuring your branch of service.

The Results:

1. The Top Recruiter will be announced on January 2, 2018. The recipient will be sent a 2017 Top Recruiter Award Certificate and a check for \$500.
2. The Top Recruiter will be featured on the website and in the March 2018 issue of AMRA News.

Recruiting Tips:

1. **Contact National Headquarters for new "recruiting tools"** which include an Elevator Speech to help you tell the AMRA story and Recruiter Cards to pass out to your prospective members. You may also request membership application forms if you wish to pass them out personally (be sure to sign your name and add your Member ID# in the Recruited By section). Remind all recruits that we cannot process their application unless it is accompanied by proof of eligibility.
2. **Contact family members and friends** who are a) career retirees, 20+ years; b) medically retired; c) 100% service-connected disabled (total & permanent); d) surviving spouse of one of the eligible veterans from the list above.
3. **Send prospective members to the AMRA website (www.amra1973.org).** Prospects may learn about AMRA by clicking on the Membership and Member Benefits tabs on the blue navigation bar on the left. Prospective members may complete the application online, upload their proof of eligibility document and pay with a credit card — the fastest and easiest way to join. Be sure to remind your recruit to enter your name and Member ID# in the Recruited By section.
4. **Respond to an AMRA request for volunteers to represent AMRA at a local Retiree Activity Day.** Volunteers may sign all applications they hand out at the RAD to receive recruiting credit.
5. **Consider forming a new AMRA chapter in your area.** You and your formation team may sign all applications you pass out while recruiting members for your very own chapter.
6. **Develop your own unique recruiting style and process** — set up a table at a local event and pass out applications — talk about AMRA and its singular focus on the military retiree and his/her family. Visit the AMRA website and pick out information you can use to tell the AMRA story. AMRA prides itself on being "Your Home Base in Retirement" now that so many bases have closed. We provide important, customized information for retirees (including gray area retirees), disabled veterans and surviving spouses to ensure that they are able to efficiently manage their affairs and enjoy their retirement.