

2020 NATIONAL BEST CHAPTER MEMBERSHIP RECRUITMENT AND RETENTION AWARD

NOMINATION FORM — DEADLINE: JUNE 1, 2021

Award Criteria: This award and monetary gift (\$250) recognizes the chapter that has carried out the most effective membership recruitment and retention programs during recent years, particularly during the previous year. Questions about the nominee are listed below as a guide to the specific information the awards committee is looking for. One of these awards may be presented each year.

NOTE: Division approval for this award is **NOT** a requirement.

Please type or print all information clearly.

Chapter Name: _____ **Division:** _____






Address: _____

City: _____ **State:** _____ **Zip:** _____

Who will be attending the convention to accept this award (if known)?

Name: _____ **Phone:** _____ **Email:** _____

Attach a summary of the chapter's qualifications to this form. Please consider each of the following questions when completing the nomination and answer each as thoroughly as possible. Remember that the awards committee members are not familiar with every chapter's programs and this information is designed to help the committee learn enough about each chapter to make a knowledgeable decision. Include supporting material with the nomination (such as news clippings or letters of recommendation).

-  How long has the chapter been conducting the program(s) they are being nominated for?
-  Describe the specific membership recruitment and/or retention activities the chapter conducts. Consider details such as how many chapter members are involved in conducting these programs (i.e., a membership committee of people), how often the program takes place (such as a new member orientation event), how long the program lasts (i.e., a current member takes a new member "under his wing" for the first two months or a committee makes calls to expired members once a month), etc.
-  Are there specific programs or activities the chapter offers that serve as strong draws for new members?
-  What are some positive outcomes of the chapter's efforts (such as regular new member joins, increased member renewals, increased member knowledge of chapter programs and conservation efforts, etc.)?
-  Are there other details that will help the committee learn about the chapter's programs?

NOTE: If selected to receive this award, you need to be prepared to supply photos of the chapter's related activities for potential future use in "Outdoor America" magazine and on the League's website.

Your Name, Chapter, and Title: _____

(i.e., Awards Committee Chair or National Director or Chapter President, etc.)

To Receive Award Confirmation:

Your Daytime Phone: _____ Email: _____

Mail to: IWLA National Awards Program
707 Conservation Lane
Gaithersburg, MD 20878-2983

Email: awards@iwla.org **Fax:** (301) 548-0146