



Member Recruitment Talking Points

Should you have the opportunity to engage an associate or your campus colleagues about ACCCA, here are some approaches to help explain why you have chosen to support this organization. Please feel free to draw on any, or all of these ideas!

- **Share Your ACCCA Story:** This can be as brief or as long as you feel is appropriate, but should convey the circumstances around your decision to join. For example, perhaps a mentor or colleague inspired you with their story, or you participated in a program or volunteered. Next, tell them why you **stay** a member.
- **ACCCA keeps you informed and advocates on YOUR behalf first:** Explain that while ACCCA supports increased funding and flexibility for districts and the system office, our first priority are the interests of our individual member administrators. As a member of ACCCA you are represented at the state level through direct advocacy and you get weekly updates on policy and legislation that impacts you and your profession.
- **ACCCA is recognized for professional development:** Try sharing an experience or memory from ACCCA's conference or one of our training programs. Remind them that ACCCA designs its programs and events especially for administrators, and provides training in technical and leadership skills with content developed by its members and using seasoned professionals and subject matter experts as facilitators.
- **ACCCA's benefits program is designed by its members:** Annual surveys allow members to provide suggestions, concerns and testimonials about the benefits ACCCA offers including FREE professional liability insurance, AD& D coverage and legal services—all of which are included in your membership fee.
- **Your professional network is ACCCA:** Let them know how ACCCA has helped you develop the professional network you can rely on now, and throughout your career. Opportunities to serve on the board or volunteer for a commission or to present at events and workshops are encouraged, and ACCCA's recognition program annually honors the best and brightest among us who have a system-wide impact on the profession.