

Membership Recruitment

Membership is the lifeblood of the association.

Membership is the source of our support—both financial and personal—and the acknowledgement by the members that their interests are being represented.

Membership does not merely happen. It must be promoted and maintained by association officers and representatives who recruit new members and keep them informed and involved.

- **No benefits and rights held by our members were given freely by school boards or politicians without association activity.**
- **No benefits and rights enjoyed by members are inviolate and not in need of the protection of association activity.**
- **No benefits, rights, or conditions sought by members will be given freely by school board or politicians without the pressure of association activity.**

W ***Why people join the*** *A* ***association***

SOMEONE ASKED.

Few people join an organization without being asked. School employees will join the association when a knowledgeable and credible recruiter convinces them that their employment interests are best served by joining.

PROTECTION.

Teachers and others school employees are very much aware of the many demands being placed on today's school systems. They know that their job security, salaries, fringe benefits, and working conditions will be protected and improved only through an organization which fights to enhance their careers.

PROFESSIONALISM.

Many school employees know that their professional interests can be advanced by adding their strength and numbers to the association's long-standing commitment to the goals of American education. They join to continue that commitment. They join because "it's the right thing to do."

MEMBER BENEFITS.

Some people join the association to take advantage of one or more of the many special member benefits made available exclusively to members through purchasing power of the association's broad base of membership. These services can save members a great deal of money.