

WELCOME NEW MEMBERS

Members are an association's best means of recruiting. Research shows that most new members join an association through existing members. It's critical to be well informed and provide background materials for potential new members so that you can present to them a clear understanding of SNA's benefits. This recruiting kit will help you become familiar with the services offered by SNA and help you recruit new members.



The Recruitment Kit consists of:

- Spring Membership Drive Brochures (10)
- SNA Membership Brochures (10)
- Membership Applications (10)
- Recruiting Tips (10)
- You are the Key to Membership Success Annual Campaign Brochures (10)
- STAR Club Brochures (10)
- Roster of expired members for your state (1)*

If you need additional quantities of these items, please contact the SNA Service Center at (800) 877-8822 or email servicecenter@schoolnutrition.org

**If you would like a roster of expired members emailed to you in Excel format, please contact Ellen Wilson at ewilson@schoolnutrition.org.*

SNA'S MEMBER SERVICES

SNA is proud to offer the following services to its members:

- **School Nutrition U**—SNU provides members with the opportunity to take advantage of a variety of professional development courses online to help them advance their career, anytime and anywhere, including Healthy Edge. Coming soon is a new course, Marketing 101.
- **Webinar Wednesdays**—Members can take advantage of a free series of webinars to increase their professional knowledge on cutting-edge information and emerging issues and earn CEUs. Topics are as varied as whole grains, breakfast programming, equipment, and food allergies.
- **Keys to Excellence**—This self-assessment tool allows members the ability to evaluate CN programs in the four key areas of Administration, Nutrition and Nutrition Education, Communications and Marketing, and Operations and achieve their own level of excellence. Districts that meet best practices can apply for District of Excellence and be eligible for District of the Year.
- **Scholarships**—The School Nutrition Foundation offers more than \$70,000 in scholarships for SNA members and/or their dependents, who are furthering their education—everything from GED to PhD.
- **Certification and Credentialing Program**—SNA develops and encourages the highest standards in school nutrition programs. SNA's certification and credentialing programs provides a career ladder that members can climb within the school nutrition profession, from entry-level to district director. **For the first time, individuals will have the opportunity to get certified at Level 1 at ANC 2010 (pre-conferences required).**
- **Free Training and Customizable Tools**—Through SNA's website, members can access tools to help enhance their programs, including public relations and supply chain.



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UNLOCK YOUR MEMBERSHIP POTENTIAL



**SPRING MEMBERSHIP DRIVE
MARCH 1–APRIL 31, 2010**

SNA SERVES AS THE KEY TO ADVANCING GOOD NUTRITION FOR ALL CHILDREN



Now more than ever, it is important to have as many members behind SNA as possible. The more members, the stronger we are and the louder we'll be heard. Whether we're talking about rising food costs, nutrition standards, meal patterns, advocating what we want to see in the Child Nutrition Reauthorization bill or enhancing the image of school nutrition, the more members SNA represents, the greater influence we have to impact these issues. That's why recruiting new members is more crucial than ever.

Established in 1946, School Nutrition Association is the only association devoted exclusively to protecting and enhancing children's health and well-being by providing healthy, high-quality, low-cost school meals and sound nutrition education. SNA is a national, non-profit professional organization representing more than 53,000 members who work in all areas of the school nutrition field. The future of child nutrition programs is dependent on a strong national association that represents the largest possible number of school nutrition personnel, school districts and schools.

SNA's Spring Membership Drive is an excellent opportunity for you and your state to promote and strengthen child nutrition programs. The success of this campaign depends on your participation.

The goal of the Spring Membership Drive is to increase membership in SNA by recruiting new members to join SNA. The drive will run from March 1 through April 31, 2010 and results will be announced in mid-May.

Why should I recruit members? In order to ensure all children have access to healthy school meals and nutrition education, it is critical that SNA remains strong and growing. New members lead to a bigger, better and stronger organization for you, your profession and the children you serve.

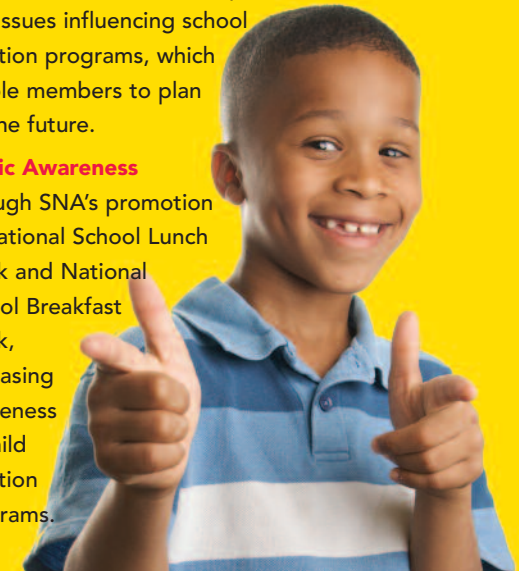
Do I receive credit for recruiting members? In conjunction with the SNA STAR Club, each membership application has a space for new members to provide the name of the person who has referred them. The referral links you to that new member, and those links are used to track all of the members you have recruited during the campaign. Your name also is entered to win great prizes in the annual membership campaign, *You are the Key to Membership Success*.

Is the drive limited to new members, or can former members be included? Only new members count, as long as your name is included in the referral space on the new member's application.

What are some recruiting tips that I may use? No matter how long you've been a member, your positive perspective of SNA will benefit potential new recruits. Your comments may include how SNA helps you and your school district; the knowledge you've gained from attending SNA's meetings and participating in training; and how networking with your peers has provided you with fresh ideas to try out in your program, as well as how others are dealing with similar issues.

Be sure to tell perspective members all about SNA's many benefits.

- **Information and Knowledge** through SNA's award-winning magazine and website, offering resources, tools and updated information on all the latest issues affecting the school nutrition industry.
- **Education and Training** through a variety of professional development programs, academic assistance and coursework online, including a certification and credentialing program.
- **Networking Opportunities** through SNA conferences and seminars, which are excellent forums for interacting with other child nutrition professionals.
- **Advocacy** through SNA's role as the primary national voice for child nutrition on Capitol Hill.
- **Grants and Scholarships** through SNA's sister organization, School Nutrition Foundation.
- **Research** through SNA's reports on the latest trends and issues influencing school nutrition programs, which enable members to plan for the future.
- **Public Awareness** through SNA's promotion of National School Lunch Week and National School Breakfast Week, increasing awareness of child nutrition programs.



The top recruiting state in each of SNA's seven regions will receive a one-year, complimentary membership to SNA. Winning states will be listed in *School Nutrition*, as well as on the SNA website, and recognized at the Annual National Conference in Dallas in July 2010.