

## Membership Drive Proposed Ideas

- Referral by current members and affiliates
  - Affiliates (currently available)
    - \$1 rebate per net new ABGA or JABGA membership attributed to the affiliate per calendar year.
    - Add referral line to the new member application jot form.
    - Track in office
  - Current member
    - Membership Free with 5 new members referred.
    - Add referral line to the new member application jot form.
    - Track in office
  
- Membership Drives
  - FFA and 4-H
    - 1 free First Time New JABGA membership
      - Per agent account
  - Prorated FIRST TIME NEW MEMBERSHIP ONLY – Quarterly
    - 25% Discount July 1<sup>st</sup> to Sept 30<sup>th</sup> current year only
    - 50% Discount Oct. 1<sup>st</sup> to Nov. 30<sup>th</sup> Current year only
  
  - Currently: Renewals after Oct 1 rolls to next year
    - Change roll over date to Dec 1<sup>st</sup> for all renewals
      - New member and renewals would be the current year and following year
    - Renewals open on Dec. 1<sup>st</sup>
  
- ABGA National Show – Membership Drive
  - FFA and 4-H
    - 1 free First Time New JABGA membership with paid entry to the national show.
      - This will not be dependent on a per agent basis.
      - Plan to encourage FFA and 4H clubs to attend and show at nationals (1 FFA advisor could be the agent for 10 new members)