



Bringing Modelers Together
 Begins With You!

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www.modelaircraft.org
FOR DETAILS

ACADEMY OF MODEL AERONAUTICS
MEMBERSHIP DRIVE 2009

APRIL 1 - SEPTEMBER 14

FREQUENTLY ASKED QUESTIONS

General Questions:

- 1) Q: What is the goal for the “Bringing Modelers Together Begins With You” membership drive?
A: To recruit new members for the Academy of Model Aeronautics so more people can participate in the fun of flying model aircraft safely.
- 2) Q: What is the time frame for the membership drive?
A: The membership drive will begin April 1, 2009 and will end September 14, 2009.
- 3) Q: What membership categories are counted in the drive?
A: All membership categories will be counted excluding \$1 Youth memberships.
- 4) Q: Are members residing outside of the United States included in the drive?
A: No. Only United States residents will be counted.
- 5) Q: Are renewing members included in the drive?
A: No. Only new members are counted in the drive. Members who have been out of the organization for five years or more will be considered NEW members and will be counted.
- 6) Q: What divisions of AMA entities are competing in the drive?
A: There are four divisions in the drive.
 - Division I: District to District
 - Division II: Club to Club
 - Division III: Member to Member
 - Division IV: Hobby Shop to Hobby Shop
- 7) Q: How does the recruiter get a point for the new memberships?
A: There is a section on the applications that ask, for Recruiter Information.

Division I: District to District Questions:

- 1) Q: My district is not as large as other districts. How will it compete with the bigger districts?
A: The district membership drive will be based on the highest percentage gain within the district not a count of memberships.
- 2) Q: What will my district receive for winning this membership drive?
A: The district with the highest percentage gain in new members in the 11 districts will be considered the winner and will be awarded the following.
 - Recognition in *Model Aviation* and *Park Pilot* magazines as the top-producing district in AMA.



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- Recognition on all AMA Web sites as the top-recruiting district in AMA.
- Recognition on AMA district flag, with streamer/banner reading "Top District 2009" to be forever displayed with flag.
- Recognition brick in AMA "Walk of Fame" in new district-recognition section denoting district winner for 2009.
- AMA banner and plaque proclaiming that "District 'X'" signed up the largest percentage of new AMA members in 2009."

Division II: Club to Club Questions:

1) Q: My club does not have as many members as other clubs. How will it compete with clubs with more members?

A: The club membership drive will be based on the highest number of new members gained through the efforts of the club. There will be five subdivisions, allowing for club membership sizes.

- Alpha: Membership of 5 – 10 members
- Bravo: Membership of 11 – 24 members
- Charlie: Membership of 25 – 49 members
- Delta: Membership of 50 – 99 members
- Echo: Membership of 100 or more

The base-line for size will be determined by the average number of club members in the past three years.

2) Q: Do the new applicants have to be members of my club?

A: New applicants do not need to be members of your club, but it is greatly encouraged.

3) Q: What will my club receive for winning this membership drive?

A: The club award includes the following.

- Recognition in *Model Aviation* and *Park Pilot* magazines as the top-producing club in each subdivision.
- Recognition on all AMA Web sites as the top-producing club in each subdivision.
- Recognition brick in the AMA "Walk of Fame" new club-recognition section denoting winners in each subdivision.
- AMA banner and plaque proclaiming that "Club X" signed up the largest number of new AMA members in 2009 in its respective subdivision.
- Waived \$30 recharter fees for 2010.
- Cash award of \$500 to the club.

4) Q: Do new memberships through my club also count toward my district membership?



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A: Yes. The district will get a point for members generated through your club.

- 5) Q: Can I count the members I recruit for the Club to Club drive as a member for the Member to Member drive?

A: No. Each member recruited can only be awarded one point per member. Club recruitment must list the club as the sponsor to receive credit.

Division III: Member to Member Questions:

- 1) Q: Will the new members brought in by other members go toward AMA's Ambassador Program?

A: Yes. The "Bringing Modelers Together Begins With You" membership drive is separate from other current AMA membership development programs. All prizes and awards that are currently in effect will be honored in addition to the new prizes and awards developed for this program.

- 2) Q: Do the new applicants have to be members of my club?

A: New applicants do not need to be members of your club, but it is greatly encouraged.

- 3) Q: What will the winning individual receive?

A: The individual award includes the following.

- Recognition in *Model Aviation* and *Park Pilot* magazines as the top individual producing new AMA memberships.
- Recognition on all AMA Web sites as the top individual producing new AMA memberships.
- Recognition brick in the AMA "Walk of Fame" in the new member-recognition section denoting the individual winner for 2009.
- Recognition at the Executive Council meeting in January as a top recruiter in the "Bringing Modelers Together Begins With You" membership drive.
- Lifetime Membership.

- 5) Q: What if I win the membership drive and I am already a Life Member?

A: You will receive another award, such as the ability to give Life Membership to a fellow modeler.

- 4) Q: Are there any awards or prizes given to the individual who comes in second or third?

A: Individuals who place second through 10th will receive \$100 gift card to AMA's museum store.

- 6) Q: Do new memberships through individuals also count toward my district membership drive?

A: Yes. The district will get a point for any members generated through individuals, but they will not count as part of the Club to Club membership drive.



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Division IV: Hobby Shop to Hobby Shop Questions:

1) Q: What will the hobby shop receive for winning this membership drive?

A: The hobby shop will receive the following.

- Recognition in *Model Aviation* and *Park Pilot* magazines as the top hobby shop producing new AMA memberships.
- Recognition on all AMA Web sites as the top hobby shop producing new AMA memberships.
- Recognition brick in the AMA "Walk of Fame" in the new hobby shop-recognition section denoting the hobby shop winner for 2009.
- Free ¼ page ad in *Model Aviation* and *Park Pilot* magazines every quarter during the 2010 membership year.
- AMA banner and plaque proclaiming that "Hobby Shop X" signed up the largest number of new AMA members in 2009.

2) Q: Do new memberships through hobby shops also count toward my district?

A: Yes. Any membership, regardless of how it's generated, will count for the district totals.

*Membership drive rules subject to change prior to April 1, 2009, launch.