SIAM Member-Get-A-Member (MGAM)
Talking Points

As a SIAM member, you are in a unique position to discuss the real benefits of joining SIAM from the perspective of someone who has already made that decision AND has enjoyed many opportunities because of it. Here are a few key statements that you might want to work into a face-to-face conversation.

Key Point #1: SIAM connects you to like-minded professionals on a local, national, and global level.

SIAM Activity Groups allow for personal exchanges that reflect specific areas of interest.

Key Point #2: The network extends farther than you think.

As a SIAM member you will be included in the Combined Membership List (CML) a comprehensive online listing of math and computational science professionals from SIAM and other major math-related societies.

Key Point #3: Working in isolation can leave you stranded.

Other SIAM members can be the source of inspiration or actual solutions to challenges that you are experiencing in your research, work setting, or career.

Responses to Common Objections

No matter how positive you may be, there will be prospective members with an objection or two. To help you respond, we've put together a few of the most common objections with some advice on how you might respond.

Objection #1: I don't have the money to join.

This is one of the most common objections to joining any organization. The key to overcoming it is to recognize that it usually isn't the amount of money, but rather the fact that they don't know what they'll get for their dues. Value is subjective. We ask that you take the time to explain the benefits of membership and what SIAM dues will "buy" them in terms of tangible dollars (such as discounts on publications and conference registrations) as well as intangible advantages in the area of career and professional development. The important thing is to agree that although there are membership dues, the investment will be worth it…and that investment will gain interest over time.

Objection #2: I already belong to another (or several other) organization(s).

The SIAM community is made up of a cross-section of researchers and professionals from a wide spectrum of disciplines, from the applied to the theoretical. Even if you are already a member of another organization, joining SIAM, with its unique blend of community and benefits, is an effective way to increase your professional advantages overall. You might also mention that SIAM has several reciprocity agreements with other organizations that offer discounts on dues to SIAM

members. Visit http://www.siam.org/membership/individual/reciprocal.php for a list of participating organizations.

Objection #3: I don't have the time to join and get involved.
While ideally we'd like our members to participate in as many SIAM activities as possible, we understand that this isn't always possible. Turn this common objection into a positive simply by focusing on those benefits that a member can take advantage of that won't take up too much of their time and effort. For example, staying informed is an important benefit and there are many ways that SIAM accomplishes this for its members. Through free electronic access to *SIAM Review*, *SIAM News*, *SIAM Unwrapped*, and SIAM Connect, as well as deeply discounted subscriptions to SIAM journals, individuals can stay abreast of a tremendous amount of news and research reports from just about anywhere.