SIAM Member-Get-A-Member (MGAM)
Recruiting Tips

1. **Be familiar with the benefits that SIAM offers its members.**

   SIAM members receive subscriptions to *SIAM Review*, *SIAM News*, and *SIAM Unwrapped* as part of their membership. All SIAM members enjoy significant discounts on books and journals and registration fees for the annual meeting and conferences. One of the most important aspects of SIAM is the unique community it brings together and supports, allowing members to experience positive and valuable networking. For a complete list of benefits, visit http://www.siam.org/membership/individual/benefits.php.

2. **Share why you joined SIAM.**

   For example, maybe you:

   - joined SIAM to gain contacts and ended up meeting individuals who turned into lifelong friends and/or mentors, exceptional collaborators, great bosses, or profitable business partners.

   - had an unforgettable experience at a SIAM annual meeting or SIAM-sponsored conference or at another SIAM event that affirmed SIAM as the professional community for you.

3. **Identify the best candidates for SIAM membership.**

   The key to successful recruitment is asking the right people to join. Your co-workers, young professionals, and professionals new to your field are all great prospects and will appreciate that you have gone out of your way to help them with their careers.

4. **Recommend SIAM to your colleagues in a positive manner.**

   Share your enthusiasm about SIAM with others. Prospective members will be much more likely to join if you share how your SIAM membership has been a great investment for you and your career. Recall any special experiences and relate them with energy.

5. **Provide potential new members with the URL for the SIAM website so they can join online.**

   Visiting www.SIAM.org gives them the opportunity to see for themselves all the activities created and shared by the SIAM community.

6. **Or attach an application to an email.**
   Go to www.siam.org/joinsiam to download an application form. Then check out the sample recruitment email, edit the copy to make it your own, attach the benefits PDF, and send! It's that simple and a personal communication is so effective.

7. **Ask your colleagues to enter your name as their referring member and let them know that you will both be entered in a drawing for valuable SIAM products and services.**

   We want to acknowledge and show our appreciation for your support. The first 100 members who refer a colleague who join SIAM will receive a SIAM T-shirt. Every time you refer some who joins, you will both be entered into a drawing for prizes. The more colleagues you refer the better your chance of winning! To be eligible, however, your name and email must be on the new member's application when they join.

8. **Invite a colleague to attend a SIAM Chapter meeting to experience first-hand the professional benefits of SIAM membership.**

   This is a great chance for your co-worker or peer to experience both the educational and networking aspects of SIAM up close and personal.

9. **Keep an issue or two of *SIAM News* or a favorite SIAM journal out in your office where it will catch your colleague's eye.**

   If your colleague doesn't notice, you can reference a headline or article that would be of general interest or specific help with a research project.

10. **Post announcements of SIAM events or "Join SIAM" posters on your office bulletin board.**

    Postings provide a great opportunity to explain the value of SIAM at an appropriate point in a hallway or break room conversation.

11. **Follow up with prospective members to see if they've mailed their applications or joined online.**

    Give a polite reminder via email (sample reminder email on MGAM home page) or in person about SIAM's many benefits and how member discounts and networking opportunities easily justify the annual dues.

12. **Send an email (or handwritten note) thanking the colleagues you recruited for considering SIAM membership.**

    This expression of appreciation for their support of the SIAM community puts a professional polish on your recruiting effort. [See 'Thank you' sample on MGAM home page]