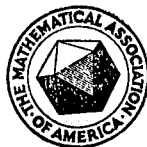


The Mathematical Association of America

(INCORPORATED)

A. B. Willcox
Executive Director



1225 Connecticut Avenue, N. W.
Washington, D. C. 20036
(202) 223-1977

October 20, 1972

Dear Section Chairman:

At its meeting in August at Dartmouth, the MAA Committee on Membership made plans to enlist the aid of our Sections in a highly personalized membership campaign for this Fall. It has been found in the past that the best approach to prospective MAA members is one made by a friend who is already a member. Only a little less effective is an approach by a colleague in the same institution, in the same city, or even the same general geographic area. In the past, our MAA Representatives and our Section Officers have been our best recruiters.

We make many efforts at a National level to invite new members by means of mass mailings to almost every kind of list we can get our hands on. The yield from such mass form-letter invitations is unfortunately quite low. You know as well as I how much attention the average person pays to a mass-produced "cordial invitation" from a complete stranger. Thus, with only a modest effort, you and your fellow Section Officers and members can help the Association mount one of the most successful membership campaigns in its history; which we hope will increase the Association's membership by 5% by the end of this year.

Here is how we propose to operate this campaign:

Under separate cover, we are sending you a supply of membership applications, information brochures, and return envelopes equal to 10% of the membership of your Section. We invite you, or, if you prefer, your Section Secretary, to distribute these to prospective members in whatever way you believe to be most effective, perhaps by first distributing them to the officers of your Section, who might then be requested to have them distributed through key members of your Section in their immediate areas. You should make some effort to see that the ultimate distribution of the materials bears some relationship to the population density function in your Section.

Ask each recipient of materials to issue a personal invitation to as many friends, colleagues, or acquaintances as he can, trying to use up all of the blanks and brochures, if possible, and concentrating on new faculty members and other new arrivals in your area. We are particularly anxious that this membership campaign reach a large part of the two-year college community. In issuing the invitation, it would be best for the inviter to fill in the name of the prospective member on the membership blank and sign as a sponsor. If you have the stamina to sign, as Section Chairman, all of the blanks for your Section, I think this would be quite effective, also.

Section Chairman

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You might suggest to members of your Section who are asked to participate in this campaign that they use the Combined Membership List for information about membership. The 1971-72 issue of the CML contains a geographic section which can be a helpful source of information, admittedly somewhat out-of-date, about membership.

A personal note should accompany each invitation. This is the essence of such a "grassroots" approach. However, I know that preparing these letters may be the most arduous part of the operation, so we are willing to supply you with unlimited quantities of the enclosed form letters if you want them. As you can see, one of these letters is addressed to a four-year college and university audience, another is addressed to a two-year college faculty, and the third is addressed to a general audience. One can add the address and salutation and sign such a letter to produce a fairly personalized form letter. Or, an inviter might wish to use the form letter as sample material to help him prepare his own letter on his own letterhead. The more personalized, the better.

On the reverse side of the membership applications being sent to you, we have placed a number identifying your Section. We will check all membership applications received in the Washington Office until January 1, 1973, and keep a section tally for this campaign. Information about the success of the campaign will be sent to you sometime in January.

If you need copies of any of the three form letters, please request them by the identifying numbers typed at the top of the samples. And, if you have comments or suggestions concerning the campaign, please feel free to write to any of us, at any time.

Sincerely,



R. D. Anderson
Chairman, Committee on Membership



Henry L. Alder
Secretary



A. B. Willcox
Executive Director

ABW/jmp

Enclosures

cc: Section Secretary