Announcing a short-term initiative: Each One Reach One, which is a *100 Day Membership Drive* starting *01 June* and ending *10 September 2014*.

* Benefiting all squadrons, the focus is singular: *Increase the current membership number during this period using the 01 June 2014 figures as the baseline.*

* The tools to accomplish this increase already exist in each squadron and cost nothing: *Engage the current membership.*

* Use these USPS materials, programs, and more:

  * Ask current members to introduce a friend, neighbor, co-worker, teammate, non-member spouse or partner to a squadron event or class.
  * Hold a special ABC3 class, at least one more than last year at this time. This is the number one way to recruit new members from the general public.
  * Show everyone the Member Benefit brochure and explain what they receive with their annual dues. [www.usps.org/national/admin_dept/memtools/membeneflyer.pdf](http://www.usps.org/national/admin_dept/memtools/membeneflyer.pdf)
  * Explain the civic services the squadron provides to the local community: VSC, SERAT, and Cooperative Charting.
  * Host a Reunion Rendezvous and other fun events that bring out the camaraderie within the squadron. Invite recent ABC3 graduates who didn't join the squadron.
  * Look for the Idea of the Day posted on the membership committee website and SailAngle Group. 100 days worth of ideas will be posted.
  * Visit the How To/Tools section of the Membership Committee website.

* Why participate or care about a 100 Day Membership Drive?*

  * Squadron growth should mean more dues-paying members, more volunteers, more financial support, more local recognition, and more FUN! Why not try it?

* How? Start with Executive Committee support. Form a committee with Membership, Member Involvement, and Education representation. Enlist help and distribute a calendar of upcoming events, boating activities, and courses; and the member benefits flyer. Track progress and share status information. Keep everyone enthused. Offer incentives to the membership.

  Celebrate the success achieved!