

*USPS Membership Committee*

**Steps for Squadrons to Recruit Potential Members**

*From the BoatUS Online Courses*

**Goal:**

To encourage students from BoatUS On-line Courses to join a USPS local squadron.

**Assumptions:**

1. Each squadron has filled out the Public Contact information on the OD-2 form.
2. Each squadron has the proper zip code listed in the Geo Data section under the Member Stuff/Information Center.

**National Contact Procedure with Squadrons:**

When a student registers for a BoatUS online course, an email will be sent to the public contact listed on the squadron's OD-2 form. The information sent will include the student's name, email, phone number, best contact time, and city, state and zip code. All squadrons within 40 miles of the student's location would receive this informational email. A sample of the email sent to the public contact follows below.

**Squadron Contact with the Online Course Student:**

The squadron should contact the student by email or phone to discuss membership in USPS and answer any questions pertaining to your squadron. Review the sample email and phone transcript found on pages 2 and 3.

**Squadron Contact Information for National:**

Let National know that you have made contact by clicking on the link embedded in the notification email. This step is extremely important and should not be forgotten:

**SAMPLE Squadron Contact Email from National**

Subject: New BoatUS Online Student <student's name>

To: <Public Contact's name and title from OD-2>,

<Student> is a new BoatUS Online student and may be looking for a squadron to join. The student has been provided with a list of 1-4 squadrons within a 40 mile radius and <your squadron's name> is 40 miles from the new student's zip code. Contact information for the student is:

Name: <student's name>

Email: <student's email address>

Phone: <student's phone number>

Contact Time: <Best time to contact>

Location: <City State Zip>

Please make contact and answer any questions about your squadron. Let us know that you have made contact by clicking on the following: <the URL will be different for each student>

Thanks,  
National Secretary

## SAMPLE: Suggested Email to BoatUS Online Course Student

*(Note: The areas printed in red are to be changed by the user of this document)*

Dear **Student**;

Thank you for taking a USPS® class through the new BoatUS Online system. Your action indicates that you believe in the merits of safe boating education. The course materials were developed by the United States Power Squadrons® - America's oldest recreational boating organization. This non-governmental, non-profit, national safe boating organization is powered by its members, more than 40,000 strong.

The core of our organization is the local squadron where you can participate in a myriad of activities, such as:

- Furthering your boating knowledge either in the classroom or on the water.
- Joining other boaters for on-water cruising and rendezvous.
- Becoming a Vessel Safety Examiner for your community.
- Volunteering with the administrative organization of your Squadron.

The best value from a USPS® membership would be to join and become involved with a local squadron. In addition to the numerous member benefits (discounted boat insurance, boating-related products etc) and informative courses that USPS® offers, membership in a local squadron provides contact and involvement with boaters like yourself and in the activities that a local squadron offers.

Our squadron, **squadron's name**, offers all of these opportunities and much more. Whatever you seek, we have it for you, and we invite you to join us. We are located in **town/city/area**. Our website address for our squadron is **xxxxxxx**. We urge you to visit the website to see what we offer.

I will be contacting you shortly to invite you to join an upcoming event with **squadron name**. (i.e. **monthly meeting, or other activity**).

Respectfully,

**Name**

**Position**

**Phone number**

**Email**

Safe boating is fun...we'll show you how!

## SAMPLE: Suggested Phone Procedure

*(Note: The areas printed in red are to be changed by the user of this document)*

Hi, **student's name**!

I'm **your name** from the **squadron's name** in **town/city/area**. Our squadron is a unit of the United States Power Squadrons®, the organization that created the online course for BoatUS which you recently completed. I called so that I could tell you a bit about USPS and invite you to join the **squadron name**. Do you have a minute? Great!

Founded in 1914, USPS® is the nation's oldest recreational boating organization. This non-governmental, non-profit, national safe boating organization is powered by its members, more than 40,000 strong. We offer continuing educational opportunities, on the water activities, civic service participation (i.e. free vessel safety checks), an extensive array of Member Benefits (discounted boat insurance, courses, marine products, etc.), and a fun community of boating enthusiasts of all ages.

Our squadron meets once a month on the **week/day**. Our next meeting is **date**. If you'd like to come (and bring your family or friends) as my personal guest, I'd like introduce you to our members and our organization. Would you like to join us?

*If Yes is the answer then:*

Great! Here are the time and directions. Will you be coming by yourself or would you like to bring your family? I, or **name**, will meet you at the door to guide you through the first night. I'll also send you an email to confirm our conversation.

*If No is the answer with an excuse of conflicting dates, etc:*

Not a problem; we all have schedules and time constraints. The offer still stands anytime if you should change your mind. Would you mind if I called you before the next meeting? I will send you our newsletter, **Newsletter Name**, and if you would like to attend any of the events listed, just call me and I will make arrangements for you.

*If the answer is No, I don't want to join you at this time:*

Not a problem; we all have schedules and time constraints. If you should change your mind, please do not hesitate to call me for further information.

Thank you for your time. I appreciate the opportunity to share information about the benefits of membership in the United States Power Squadrons with you.

Have a great day!