



## STLE Member-Get-A-Member Campaign

### Recruitment Tips

Recruiting new members should be easy and fun! In fact, we know many non-member tribology and lubrication professionals have not joined yet simply because they haven't been asked, don't know how to go about joining, or don't know about all the benefits that STLE membership can give them. You'll see that sometimes just asking a non-member to join is all it takes.

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### Recruitment Tips

1. **Be familiar with the benefits that STLE offers its members.** STLE publishes the monthly member magazine, Tribology & Lubrication Technology (TLT) and offers unbeatable professional development opportunities. STLE provides access to and supports cutting-edge research, podcast interviews with professionals in the field on a wide array of topics, up-to-the-minute webinars (web seminars) on hot topics or fundamentals, a weekly newsletter with industry updates and more. It's your association; think of the reasons you're a member. Need more information? Check out [www.stle.org/join/BENEFITS](http://www.stle.org/join/BENEFITS).
2. **Recommend STLE to your colleagues in a positive manner.** Show your enthusiasm and give first-hand accounts (your Member Story) of how your STLE membership has been a great investment in your career. Prospective members will be much more likely to join STLE if you tell your story with excitement. Share your passion!
3. **Provide new recruits with STLE's website and Join URL** ([www.stle.org/join](http://www.stle.org/join)) so they can join online right away.
4. **Personally deliver [New Member Application Forms](#) to your recruits.**
  - a. Hint: Include some general information about STLE for them to look over, including "[Top 10 Reasons to Join STLE](#)" and our membership [brochure](#). If you'd like hard copies, please contact us at (847) 825-5536 or at [information@stle.org](mailto:information@stle.org).
5. **Identify the best candidates for STLE membership.** The key to successful recruitment is asking the right people to join. Your co-workers, young professionals and new employees in your organization are all great prospects and will appreciate that you have gone out of your way to help them with their careers. There are a multitude of people out there looking for mentors, and that's what you could be. Tribology and lubrication are necessary and applicable to a multitude of areas, so there is bound to be at least one person who hasn't heard of us or hasn't joined, but would be interested or benefit from membership.
6. **When discussing membership with a potential member, listen for clues as to what they look for in a professional society.** Stress those member benefits that meet their specific needs. For instance, an entry-level person may be more interested in education and certification or our online offerings (podcasts, webinars, online education courses, or Facebook and LinkedIn groups), while a senior executive is likely to be interested in the resources STLE provides, or

updates on industry information. If they were members at one time, listen for reasons they let their membership expire, and see what new offerings could entice them to try again.

7. **Invite a potential member to attend an STLE Local Section Meeting** to experience first-hand the professional benefits of STLE membership. This is a great opportunity for them to experience both the educational and networking activities of their Local Section. This can be particularly productive way to convey the value of the meeting. It's much easier to show than tell them.
8. **Keep issues of *Tribology & Lubrication Technology*, *Tribology Transactions*, or *Tribology Letters* on display** to attract the eyes of potential new members.
9. **Post STLE announcements or materials on your office bulletin board.** It'll give you an opening to discuss it with colleagues and an even greater chance to explain the value of membership.
10. **Welcome your company's newly hired individuals in yours or related departments and use this opportunity to discuss STLE.** Not every STLE member is a researcher, tribologist or lubrication engineer. There are many related fields that tie into our field.
11. **Follow up with potential members to see if they've mailed their applications or joined online.** Remind them that STLE holds the premier technical event, the STLE Annual Meeting, and STLE 2011 (May 15-19) will be no exception. The savings on the conference registration more than pays for the annual STLE membership dues. It also provides a great discount at the International Joint Tribology Conference, held this year from October 23-26.
12. **Send an email or handwritten note thanking your recruits for considering STLE membership and expressing appreciation for their support of STLE.**