



# New Member Outreach Program Guidelines

Looking for a new approach to achieving local council growth? Share the UCT story by holding a **New Member Outreach Program** event for your council.

What is the **New Member Outreach Program**? Simply, it's an informal social event hosted by a UCT local council to introduce family, friends, neighbors, co-workers, etc. to UCT. Why have an event? A well-planned event can pay multiple dividends by attracting new members/volunteers to your local council.

To make sure your event is well-planned and successful, start by asking 3-4 members to oversee it. If possible, get your local president and membership director involved in the planning process. It's also a good idea to include members who can speak briefly about council community service projects, member benefits, and financial products and services.

Here are some tips for planning a great event:

## Select a comfortable location for members and invited guests

- A private setting – maybe a backyard gathering
- A happy hour or informal dinner at a favorite restaurant
- Many communities have an event each month where local professionals meet to network. (After Hours, First Friday, etc.). These events are hosted by a different organization each month. Volunteer your council to be the host one month. This might serve as a place to introduce your council and volunteer projects to other local professionals.

These are just a few suggestions. Be creative, and look around your community for other opportunities.

## Discuss UCT – use these Q&A's as guides

- Q. What is UCT?
- UCT is a financial services membership organization, driven by volunteers.
- Q. What does this mean?
- As a UCT member, you are part of a group of like-minded individuals who strive to make a difference in their local communities. Our common bond is volunteering; we don't have any religious or cultural affiliations. Members decide on a local basis which causes and charities to support.
- Q. How does this work?
- You become a member of a UCT local council. Through your council you can volunteer on many levels, and you can be as active as you like. Also, our non-profit status means that instead of paying dividends to shareholders, your membership dues and insurance, if you choose to carry a policy, help support members' local community service efforts. You don't have to carry an insurance policy to be a member.

You can also print and distribute the UCT FAQ available at [www.uct.org](http://www.uct.org) under About Us to address general questions about UCT and fraternal benefit societies.

**Describe your local council activities**

- Discuss your council's volunteer/community service projects
- Share details about some of the causes and charities your council supports
- Talk about networking and social opportunities
- If you have a Medal of Honor Program book, share it

**Share information about member benefits and discounts**

- Have local council brochures and/or fact sheets available
- Distribute fraternal product brochures and applications to those interested

If your council gains any new members as a result of the event, and a meal or appetizers are served, complete a New Member Outreach Reimbursement Form and send it to the home office or the Canadian office, along with copies of your receipts.

**Contact** Jessica Spring at [jspring@uct.org](mailto:jspring@uct.org) or 800.848.0123 x1100 with questions.