



## Make money for your council.... Recruit New Corporate Members

**Did you know?** When your council successfully recruits a new Corporate Member it will receive a one-time commission of 50% of the first year's dues. That means recruit a new Corporate Gold member (\$14,000 annually) and your council receives **\$7,000**; recruit a Corporate Member (\$4,400 annually) and your council receives **\$2,200**; recruit a new Business Associate Member (\$1,600 annually) and your council receives **\$800**. \*

**Did you know?** Your council can also benefit from this initiative by making the initial contact with a prospective Corporate Member and then have the Corporate Affairs staff follow up. If it leads to a successful, new, paid Business Associate, Corporate, or Corporate Gold Member, your council can still receive 10% of the first year's dues as a one-time commission. \*

\* The one-time commission replaces first year rebates. When the membership is renewed the second and subsequent years, rebates are paid for the individual members.

### **Here's what you need to help your council successfully recruit Corporate Members**

**STEP ONE:** Appoint a Corporate Recruitment Chair.

The Corporate Recruitment Chair should have experience working with senior-level representatives from defense-related companies. This is not mandatory, however, and can be made up for by a willingness to go out and meet people and learn about the defense industry. This person should handle corporate issues such as recruiting, retention, networking programs, and corporate sponsorships (for speakers, ship commissionings, scholarship programs, etc.). For these purposes it may be helpful to break the committee into subcommittees.

It is EXTREMELY important to know your membership benefits! In order to present an effective presentation to company representatives about why their company should join the Navy League, you need to know about and believe in the value of the corporate benefits. For corporate benefit information, contact Benjamin Lowe, Manager, Corporate Affairs at (703) 528-1775 ext. 1556, or by email at [blowe@navyleague.org](mailto:blowe@navyleague.org)

**STEP TWO:** Make a list.

Develop a list of companies in your area that do business with or support the sea services. Good information can be found in your own council! Find out who among your members works or used to work where, and who has contacts at which company. Other sources of information include the Chamber of Commerce, the local library or the Internet. These resources may also be used to research what companies in your area are involved in, or are providing equipment or services to the sea service industry. Remember, there may be companies your local area that sell to the Navy Exchange in your area i.e. Coca Cola, Kodak and Corporate Affairs may be able to find contact information for you.

Corporate Affairs has a complete list of NEXCOM vendors and contact information. Please refer to the latest copy of Sea Power Magazine for the most recent list of Navy League Corporate Members.

**STEP THREE:** Contact the Corporate Affairs office at NLUS headquarters.

Notify the Corporate Affairs office to let them know that your council has started a corporate recruiting program. Your council will be sent the marketing materials and information you will need to make your program effective.

If your council cannot establish an effective corporate program or committee, but know of potential corporate leads, please contact Corporate Affairs to recruit the company for your council. The Corporate Affairs department has experienced high recruiting results when the council and headquarters work as a team in the recruitment process.

**STEP FOUR:** Know the company you are trying to sell to.

If you know the company's products and services, you can better tailor your presentation to that specific company, focusing on the membership benefits that best suit the company's needs. By placing yourself in "the shoes of your targeted contact" you can get a better understanding of why companies become NLUS members. On the national corporate level, companies are more interested in national outreach (Seapower) and the corporate benefits (Special Topic Breakfasts, Executive Forums, Sea-Air-Space) that Navy League can provide as opposed to the purely charitable and patriotic side of a Navy League membership like a Community Affiliate. The Navy League corporate benefits are what separate NLUS from other charitable competitors asking for money. As companies are constantly being "hit up" for money from all directions, we need to separate ourselves by promoting the NLUS Corporate benefits.

Your chances of recruiting a new company are greater if you have (or someone in your council has) a contact from the company you are trying to recruit. If not, try to get the name of the Director or VP of Marketing, Business Development, or Sales. Then, send Navy League information first (by snail mail or e-mail), allowing the target contact to become familiar with the material. This makes a follow-up sales call much easier because that person now knows a little about Navy League, has had the information presented visually—very important for some types of people, and may be more open to listen and set up a face-to-face meeting.

**STEP FIVE:** Follow up!

Don't forget to follow up with additional information, a thank you note, and/or telephone calls. Also be sure to call the Corporate Affairs office to let us know how it went, or what the status of the relationship is. We can follow up for you, if necessary, or try to help in any other way.

**\*\*\*List your council's name in the "sponsor" section of the application forms so that we can be sure to credit the commission to your council!**

Questions or concerns, please contact Benjamin Lowe, Manager, Corporate Affairs at (703) 528-1775 ext. 1556, or by email at [blowe@navyleague.org](mailto:blowe@navyleague.org).

**Good Luck!**

December 2007