



AAP RECRUITMENT & REWARDS PROGRAM RECRUIT YOUR COLLEAGUES AS MEMBERS! EARN REWARDS!

AAP Membership Recruitment & Rewards Program: Tips for Recruitment

1. Ask.

Ask periodontists that you believe will benefit from an AAP membership. Begin the conversation by asking if they are aware of the Academy and what it provides. Tailor your message to your subject. For instance, if you are talking to a new periodontist, stress how AAP publications like JOP and CAP will help them build their skills and knowledge base.

2. Be Enthusiastic.

Tell potential new members how the AAP benefits you. Relating your positive experience in personal terms builds trust, connects the person to you, and motivates them to join.

3. Know the AAP Products and Services.

From multiple lifelong learning opportunities and scientific and clinical leadership, to AAP Connect to the Annual Meeting, point out that the value of the benefits they will receive as an AAP member is invaluable to professional success.

4. Personally provide important information about how to join.

Give your recruits an application (make sure your AAP member number is on it so you get credit!), the AAP's web address (www.perio.org/join), and AAP Member Services contact information: 1.800.282.4867 or member.services@perio.org.

5. Follow up.

Check with prospective members and see if they've submitted their applications. Offer your assistance with the joining process if needed.

6. Encourage Involvement.

Remind your recruits that they get the maximum return on their investment by participating in AAP events, programs, and meetings. Reinforce that networking with fellow colleagues allows them to gain fresh ideas they can apply in their work and see how others are dealing with common challenges and opportunities in periodontal practice.