+1 Campaign
MEMBERSHIP RECRUITMENT CAMPAIGN

RUN TIME
September 24 – October 24, 2020

ABOUT THE CAMPAIGN
The +1 Campaign encourages UNA-USA members to invite a friend—or several—to attend their chapter’s UN Day event and to join UNA-USA.

This campaign is open to ALL members: community chapter members, youth and campus chapter members, and Members-At-Large. In addition to growing our movement of dedicated UN supporters and advocates, there are also monetary incentives for members to participate:

- The Community Chapter* that increases its number of new members by the highest percentage will receive $500.
- The Campus Chapter* that increases its number of new members by the highest percentage will receive $250.
- The Member-At-Large who is responsible for recruiting the largest number of new members will receive lifetime membership**.
- The individual member who is responsible for recruiting the largest number of new members—regardless of chapter or membership type—will receive a credit toward UNA-USA swag.

INSTRUCTIONS TO RECEIVE CREDIT FOR REFERRALS
In order for the referrer (the current UNA-USA member) to receive credit for referring a new member, please read the instructions below carefully.

1. The referrer (the current UNA-USA member) must ask and ensure the person(s) they refer to join UNA-USA completes the proper join form based on their age:
   a. Person(s) 26+ → GENERAL FORM
   b. Person(s) 25 or younger → YOUTH FORM
2. When completing the join form, the prospective member must complete the following fields on the form to ensure their referrer receives credit. These fields are identical on both join forms.

3. Once the campaign launches, a leaderboard will be posted to UNA-USA’s website and will be updated weekly as staff receive new reports. The campaign will conclude October 24—UN Day.

Questions? Email membership@unausa.org

*In order for your chapter to receive credit for your referrals, you must refer new members to join your chapter.

**In the event that the winner is already a lifetime member, they will receive credit toward UNA-USA swag.

Please note that this year, due to COVID-19, participation is UNA-USA’s UN Day GEOS session on Friday, October 23rd will fulfill the same requirements as chapters hosting their own UN Day events.