



UNITED NATIONS ASSOCIATION
OF THE UNITED STATES OF AMERICA

+1 Campaign

MEMBERSHIP RECRUITMENT CAMPAIGN

RUN TIME

September 24 – October 24, 2021

ABOUT THE CAMPAIGN

The +1 Campaign encourages UNA-USA members to invite a friend—or several—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.

Did a current member refer you to join UNA-USA? (If yes, please enter their full name. If no, please enter 'N/A'.)

If you were referred by a current member, please enter their UNA-USA chapter. (If you were not referred, please enter 'N/A'.)

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 on October 24th and the winners will be announced during our virtual UN Day program October 25th.

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 individuals who join by check will not be eligible to be counted as a referral due to the increased time frame to process those types of payment.

By participating in the +1 Campaign, you acknowledge and accept that your name and chapter affiliation may be shared on our website to showcase your involvement.