



+1 Campaign

MEMBERSHIP RECRUITMENT CAMPAIGN

RUN TIME

September 24-October 24, 2023

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 **individual member** who is responsible for recruiting the largest number of *new paid members* will receive **lifetime membership****.
- The **individual member** who is responsible for recruiting the largest number of *new Youth members**** will receive UNA-USA merchandise.

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 a join form that fits within their age range. They may choose the [general join form](#) (26+), the [youth join form](#) (25 or younger), or the [Young Professional join form](#) (18-30).
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. (Optional)

If you were referred by a current member, please enter their UNA-USA chapter. (Optional)

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 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 UNA-USA merchandise.*

****"Youth members" refers to those joining with a free youth membership. Those who join with a Young Professional membership count as a paid membership.*