



# +1 Campaign

## Member Recruitment Campaign

### Run time

September 24-October 24, 2024

### 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 this UNA Chapter? (include the member's full name who referred you. If you were not referred by anyone type "N/A".)

To ensure they get credit, tell us the full name of the UNA Chapter of the member who referred you. (Please confirm this info beforehand. If they don't belong to a chapter, type "Member at Large." If you were not referred by anyone, type "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 24-UN Day.

\*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.