

**CHALLENGE Issued at AADA Conference 2010 in Tempe, AZ:
Distribute 25 Alliance Cards One-on-One**

At the AADA Conference 2010 in Tempe, AZ, you were given 25 Alliance cards to give to others, especially one-on-one, while you share something about the Alliance. **Let's hear from you about your experiences.** Please contact the Central Office Director Trish Rubik-Rothstein at AADA@AllianceADA.org or call at 800.621.8099 EXT 2865.

For further ideas for distribution, here are some methods to consider:

1. Invite a dental couple for brunch, lunch, a picnic, coffee, etc. with you and your spouse. Both couples share their take on organized dentistry and the ADA and AADA benefits. Give them an Alliance card and two applications to take home with an addressed envelope. Why two? The dentist can be a contributing member!
2. Arrange a golf game/tennis match with a dental couple. Lots of time to talk of many things, including the Alliance.
3. Contact your state association for a list of lapsed ADA members in your area. Select one or two couples and do the same thing as above. An extra: the ADA will appreciate our efforts to increase their membership!
4. Send a personal note – do not enclose the Alliance card yet – to a dental spouse and invite to your house. Jointly select on Amazon.com some children's books about dentistry to contribute to the local library on behalf of the Alliance. That opens the door to all sorts of conversations. Later send another note with the card enclosed inviting her or him to join.
5. Be prepared. Always carry one or two cards in your purse or car. You might run into a recruit in the grocery store, at church, at the soccer field, at a school play or orthodontist office, in the movie ticket line, or during a charity event.
6. Invite a prospect to assist you with, such as, distributing materials, hold posters, take pictures, while you give a tooth brushing demonstration at a school, Parents Too Soon, prenatal class, etc. The intent is to get them hooked on service is fun. Next day, send a thank you and the Alliance card.
7. Alternative activities include stuffing envelopes for a political fundraiser, creating care kits for a women's shelter, planning a forum on working dental couples, brainstorming sponsors for a free dental clinic, etc.
8. Send a note to three or four dental spouses to meet at a state meeting.
9. Invite to stuff kits for a local shelter.
10. In your sweetheart's birthday card, slip in the Alliance card and a loving note that you are gifting him or her with a contributing membership in your favorite dental organization – the AADA. You can use for adult children or office managers, too.
11. Common courtesies. Send a note offering to meet a spouse for coffee at the state meeting. Offer a ride to the next local meeting. Invite to the dental society family night and serve as her or his 'deputy' for the social hour. Sit with someone new at the Alliance meeting. Ask. Listen. Ask again. Listen again. Say "Thank you" either way.
12. With several other Alliance members, arrange a white elephant sale in someone's home with proceeds to a local free clinic. Invite lots of dental spouses or couples, too. Can be a fun, early evening event in the back yard. Have the cards and applications in clear view among the auction items.

13. Volunteer to assist in organizing the next holiday get together or summer picnic for the local dental society. This will give you access to many home addresses, emails, and phone numbers, if you ask. Phone the spouses and encourage them to come. Corral your fellow Alliance members and partner them each with non-members and lapsed members. This is not the time to hang out with the people you already know. Inform your spouses about your intent to recruit and ask them to 'talk up' the Alliance to the dentist. Use the Alliance cards as part of the décor. Have a display board about the Alliance.
14. Use the Shoe theme. Highlight "find the AADA shoe that fits you" at an Alliance meeting. Each attendee brings a pair of shoes that most represents their role in the Alliance. Foster talking about trying new or different shoes, an opportunity to encourage leadership skills. Works for 'newbies', too. There are more ideas in the Membership Manual.
15. Challenge your Alliance friends to give you five (5) reasons to smile about the Alliance. Compile those and send monthly to the Membership Council. Use them at your monthly meetings. Ask the Trustee to highlight them in the TrusteeGrams.