

# S A M P L E T E L E P H O N E S C R I P T S

## PROSPECTIVE MEMBERS

Hi, this is \_\_\_\_\_, the AFE chapter president here in \_\_\_\_\_. I understand you've expressed an interest in membership with AFE and as a chapter president I'd like to take a moment to invite you to our next chapter meeting on \_\_\_\_\_. I'm sure that you would find our meetings very beneficial and I would be happy to answer any questions you may have about AFE membership. Do you think you will be able to attend our next meeting on \_\_\_\_\_? We'd welcome your attendance and I'd appreciate the opportunity to discuss what I find so worthwhile about this organization.

**NOTE:** Be prepared to discuss why and when you joined AFE; what you find beneficial about AFE; benefits of membership (have a list handy); give directions or offer a ride; give contact information; provide cost; offer to send any additional information they may need regarding benefits.

## WELCOMING NEW MEMBERS

Hi, this is \_\_\_\_\_, the AFE chapter president here in \_\_\_\_\_. I see you've recently become a member of AFE and I'd like to personally welcome you, not only to AFE National, but also to our local chapter that meets here regularly on the \_\_\_\_\_ of the month. I hope you'll be able to attend these valuable meetings since they will more quickly familiarize you with AFE and what it has to offer. Our next meeting will be on \_\_\_\_\_. Will you be able to attend? Can I give you directions or offer a ride? Again, welcome to AFE and I look forward to meeting you at our next meeting.

**NOTE:** Be prepared to discuss what goes on at the chapter meetings; the next month's topic; how new members can become an active part of the chapter; what you like about AFE; your tenure with AFE; cost; policy regarding bringing guests.

## MEMBERS NOT RENEWING

Hi, this is \_\_\_\_\_, the AFE chapter president here in \_\_\_\_\_. Our records show that your membership with AFE is up for renewal, and I wanted to take a moment and tell you that we do value your membership in AFE and in our local chapter and we hope that you will be rejoining us. Are you willing to renew your membership?

If YES, encourage quick payment and chapter participation

If NO, if they haven't already given you a reason, ask for one. If it is due to disillusionment with AFE, try to counter objections with positive impressions you've encountered. Suggest benefits of chapter participation and offer any assistance they might need to renew. Leave the door open if they have a change of heart.

NOTE: Be prepared to discuss why their membership is worth keeping; why their dues pay for themselves through networking, education, etc.; offer to send them any additional information; explain why they should choose AFE over another organization they may be considering.

# ASSOCIATION FOR FACILITIES ENGINEERING

## Organizational Chapter Survey

\_\_\_\_\_ Yes, I am interested in attending the organizational meeting to hear more about how the chapter will benefit me as a facilities engineer

\_\_\_\_\_ Yes, I am interested in attending the meeting and would be interested in serving on the planning committee

\_\_\_\_\_ I am interested in actively participating in the chapter but cannot attend the meeting. Please continue to send me chapter information.

\_\_\_\_\_ No, I am not interested in participating in a local AFE chapter at this time

Please list below the benefits/educational programs/activities you would expect to find from an AFE chapter.

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Are you a current member of AFE? \_\_\_\_\_ Yes \_\_\_\_\_ No  
Have you ever been a member of any other AFE chapter? \_\_\_\_\_ Yes \_\_\_\_\_ No  
If not a member, would you like to receive information? \_\_\_\_\_ Yes \_\_\_\_\_ No

Please fill out the information below:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Please return via fax to \_\_\_\_\_

At fax number \_\_\_\_\_

# Chapter Program Survey

## What do You Want Your Chapter to Be?

Please complete the following survey. Remember this is YOUR chapter! YOUR response to this survey will be very helpful in planning interesting events for the coming year. Thanks for your support!

Description: Please number in order of importance to you:

Programs	_____	Social Outings	_____
Speakers	_____	Member Directory	_____
Newsletter	_____	Technical Information	_____
Networking	_____	Conferences/Seminars	_____
Tours	_____	Certification	_____

Other: \_\_\_\_\_

Meeting Program Logistics: Please check your preference:

Day: \_\_\_\_\_ M \_\_\_\_\_ T \_\_\_\_\_ W \_\_\_\_\_ TH \_\_\_\_\_ F

Time: \_\_\_\_\_ Lunch, 11am-1pm \_\_\_\_\_ Dinner 6pm-8pm Other: \_\_\_\_\_

Location: \_\_\_\_\_ Same Location \_\_\_\_\_ Different locations Other: \_\_\_\_\_

\_\_\_\_\_ Cost: \_\_\_\_\_ /

Format: \_\_\_\_\_ Social, Meal, Speaker \_\_\_\_\_ Social, Speaker \_\_\_\_\_ Meal, and Speaker

\_\_\_\_\_ Speaker Only Other: \_\_\_\_\_

Program Topics:

Speaker: \_\_\_\_\_ Technical \_\_\_\_\_ Managerial \_\_\_\_\_ Personal Growth

Other \_\_\_\_\_

Activities: \_\_\_\_\_ Plant Tours \_\_\_\_\_ I would like to host a tour at my company

\_\_\_\_\_ Joint Meetings with other local AFE chapters

\_\_\_\_\_ Family Activities

\_\_\_\_\_ Panel/Roundtable Discussions

\_\_\_\_\_ Hands-on Workshops

Other: \_\_\_\_\_

Notification: I would prefer to be notified by: \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_ Postcard

\_\_\_\_\_ Newsletter \_\_\_\_\_ E-mail address: \_\_\_\_\_

Comments: \_\_\_\_\_

# TENTATIVE MEETING AGENDA

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Place: \_\_\_\_\_

## Welcome & Introductions

### Purpose of the meeting: Reactivating Chapter (Name and Number)

- Review role of professional associations, how AFE helps its members through industry standards, professional development
- How AFE is structured, explain role of regional vice president, group director, chapter officers
- Benefits of membership: PowerPoint Presentation

### Purpose of Local Chapters as a member benefit

- Review history of Chapter
- Networking with other professionals in the facilities engineering field
- Ask participants what activities they would like to see the chapter offer

### Determine goals for the chapter

- Discussion by group members to solicit feedback about what they want out of the chapter
- What are their immediate priorities
- What and Who are their chapter's resources

### Identify primary goals and timeline to accomplish

- Focus on recruiting new members and introducing them to AFE - build a strong base
- Kick-off event: Special Event / Program, invite members and potential members to attend (This event must be well thought out and very well organized!)

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Place: \_\_\_\_\_

- Establish monthly meetings & tours. Plan at least six months ahead with dynamite programs
- Include spouse, family & guest events

Identify committees and / or officers to meet these goals. Get a 90-day commitment from volunteers.

Avoid overwhelming volunteers; give 3-5 people the responsibility for planning all of the year's programs.

Set date and time for next meeting. At the end of the meeting thank everyone for participating, collect survey forms, and make sure everyone has signed the attendance sheet.

# Why Belong to AFE?

Today, as never before, our members gain personal and professional expertise through our many member benefits and services.

**Facilities Engineering Journal** — AFE's highly respected magazine goes to members 6 times a year to keep them informed with up-to-date technical articles.

**Chapter Membership** — Our members tell us that networking is one of the most valuable benefits of AFE membership. Members join other members to solve problems, learn new skills, and make professional contacts.

**Member to Member Virtual Directory** — An on-line directory where members can find other members to help find solutions to facilities problems.

**CareerNet** — Find a job or post an employment opening.

**Certification** — Gain industry recognition through the CPE (Certified Plant Engineer) and CPMM (Certified Plant Maintenance Manager) programs.

**On-line Discussion Groups** — Join in the conversation at AFE's cAFE on-line discussion forum.

**Industry Recognition** — Gain industry recognition by speaking at a conference or seminar, becoming an AFE author, or taking a leadership position.

**Conferences & Trade Shows** — Join other industry professionals at Facilities America, AFE's annual educational event. Relationships with other related organizations give members access to more than just AFE events.

**Discounts** — Member discounts on all AFE products and services.

**Access to personal benefit programs** — Members have access to preferred pricing and member programs such as car rental, credit cards, and insurance. Members and their families can take a personal development class on-line at member rates.

AFE members benefit from several strategic alliances to bring products and services to you, such as The Blue Book of Construction and member rates at relevant industry events.

**AFE.org** — Members access AFE's products and services "24/7" at our web site.