

# 2020 ACA MEMBERSHIP GUIDELINES

## REMINDERS:



- ▶ Membership drive deadline is June 30. All memberships must be postmarked by that date.
- ▶ If a member passes away or a business closes in your county during the previous year please alert the state office by June 1, so that membership goals can be changed. If not informed by June 1, the membership goal will not be changed.
- ▶ If a previously active member paid their dues within the last three years, they will be considered a renewal. If they haven't paid their dues in 4+ years, they will be considered a new member.
- ▶ Designate the membership as active or associate. Reminder: only active members can vote and serve as officers.
- ▶ Verify that the member's information is present and correct: name, mailing address, phone number and email address.
- ▶ If two names appear on a membership, the first name listed is deemed the designated person for the \$3,500 accidental death and dismemberment policy from American Income Life.
- ▶ Dual members will not be credited as a recruited signed by.

## PROGRAMS:

- ▶ Top Hand Program – Top Hand can be reached by recruiting 15 new members or 30 renewals. These memberships must come in with a specific signed by at the time of renewal/purchase. Top Hand recipients will receive their choice of a belt buckle, jacket or convention registration.
- ▶ 110% Program – The county awards program will be 110%. For a county to be eligible, they must meet at least four times a year and reach 110% of their 2019 membership number through any combination of renewals and new memberships. The county with the top percentage of renewals will receive \$500, and then all counties will split the remainder of the budgeted \$5,000.
- ▶ Preifert S0191 Chute Recruitment – A drawing for the chute will be held at the 2020 ACA Annual Convention & Trade Show. To be entered, members must recruit 10 members for one entry. After the initial 10 recruits, one entry will be granted for every additional 5 members recruited thereafter.
- ▶ Media Package Associate Membership Incentive – A drawing will be held for an ACA Media package valued at \$5,000 at the ACA Convention for all new associate members. A new associate member is considered as any member that has never been previously associated with the ACA or any existing member that increases their associate membership level.

### SIGNED-BY CREDITS PER MEMBERSHIP LEVEL:

|                                  |                    |
|----------------------------------|--------------------|
| <b>\$50</b> Active Member        | <b>1</b> credit    |
| <b>\$50</b> Associate Member     | <b>1</b> credit    |
| <b>\$100</b> Associate Member    | <b>2</b> credits   |
| <b>\$200</b> Associate Member    | <b>4</b> credits   |
| <b>\$400</b> Associate Member    | <b>8</b> credits   |
| <b>\$1,000</b> Associate Member  | <b>20</b> credits  |
| <b>\$2,500</b> Associate Member  | <b>50</b> credits  |
| <b>\$5,000</b> Associate Member  | <b>100</b> credits |
| <b>\$10,000</b> Associate Member | <b>200</b> credits |

### SECRETARY DUES CHART *(Paid directly to the state office by secretary after withholding the county's share.)*

|   |                |
|---|----------------|
| Active Membership (\$50)                | <b>\$40</b>    |
| Associate Membership (\$50)             | <b>\$40</b>    |
| Bronze Associate Membership (\$100)     | <b>\$80</b>    |
| Silver Associate Membership (\$200)     | <b>\$160</b>   |
| Gold Associate Membership (\$400)       | <b>\$320</b>   |
| Platinum Associate Membership (\$1,000) | <b>\$800</b>   |
| Diamond Associate Membership (\$2,500)  | <b>\$2,000</b> |
| Investor Associate Membership (\$5,000) | <b>\$4,000</b> |
| Partner Associate Membership (\$10,000) | <b>\$8,000</b> |