

Association Marketing Forum



Agenda

Coffee and Networking	8:30 -- 9:15
Introduction & Goals	9:15 – 9:30
Today's Marketing Essentials: Channels & Programs	9:30 - 10:30
Break	10:00 - 10:15
Tactics & Strategies for Maximizing Revenue	10:45 – 11:45
Lunch Break	11:45 – Noon
Brainstorming: Challenges & Solutions	Noon – 1:00
Anatomy of Our Campaigns: Critical Choices /Success Factors	1:00 – 2:00
Break	2:00 – 2:15
Program/Case Study Reviews/ Group Discussion	2:15 – 3:30

Introduction

- **Speakers/General Topics**

- **Kevin Whorton**, WM&R – Marketing Essentials, Campaign Anatomy
- **Scott Oser**, Scott Oser Associates – Tactics & Strategies, Case Studies
- **Everyone** - Strategy/Solutions



Expectations

- Interaction
- Answer your questions
- Help meet your challenges
- Develop roadmap
- Have fun!



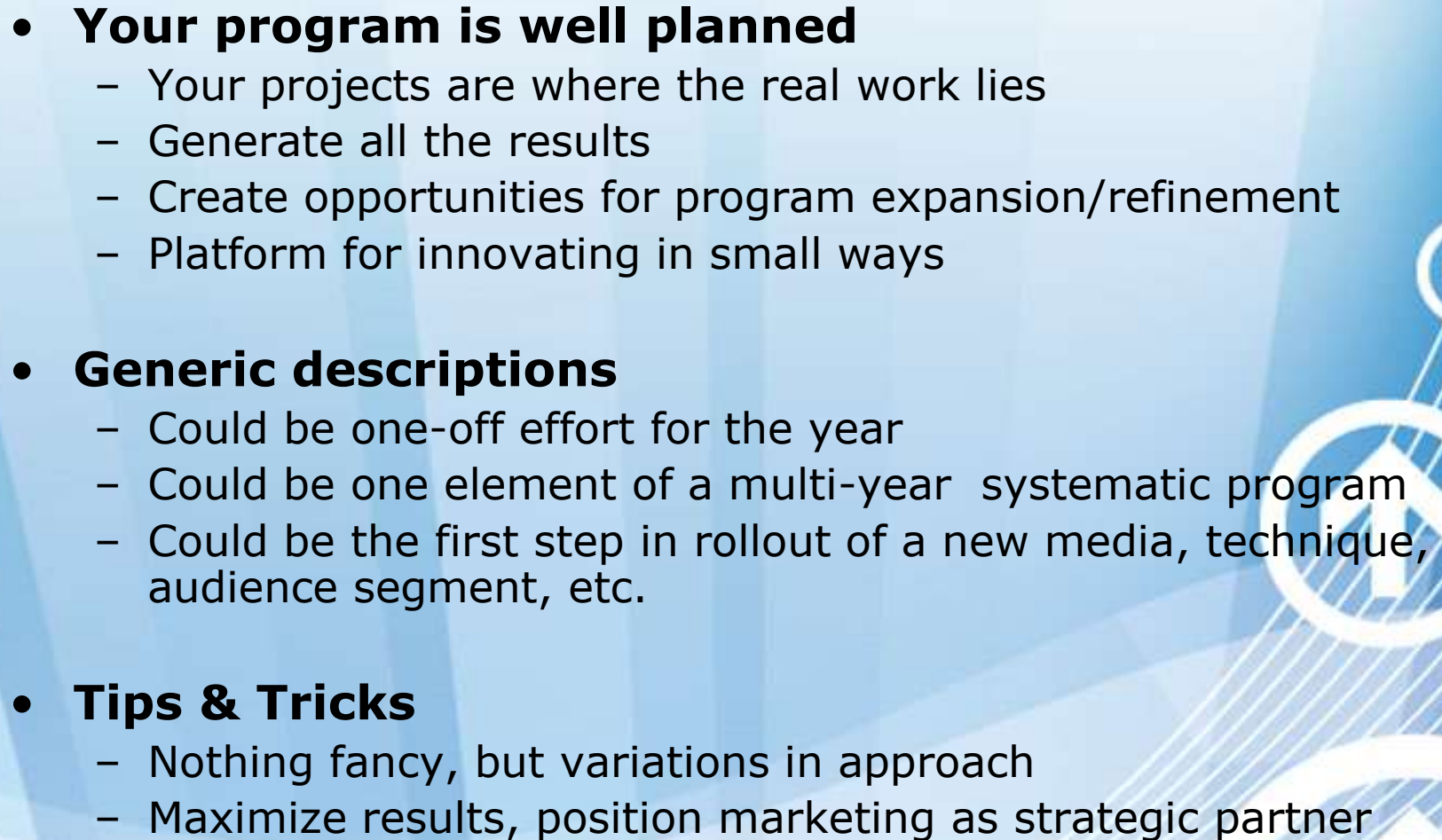
Module 4:

Anatomy of a Campaign: Critical Choices/ Success Factors

Presenter: Kevin Whorton, WM&R



Assumptions

- **Your program is well planned**
 - Your projects are where the real work lies
 - Generate all the results
 - Create opportunities for program expansion/refinement
 - Platform for innovating in small ways
 - **Generic descriptions**
 - Could be one-off effort for the year
 - Could be one element of a multi-year systematic program
 - Could be the first step in rollout of a new media, technique, audience segment, etc.
 - **Tips & Tricks**
 - Nothing fancy, but variations in approach
 - Maximize results, position marketing as strategic partner
- 



International Sign Association

1001 N. Fairfax Street • Alexandria, VA 22314 USA • (703) 838-4012 • www.signs.org • membership@signs.org



Firstname Lastname
Company
Address
City State ZIP Country

NOW IS THE TIME: INVEST IN YOUR BUSINESS WITH AN ISA MEMBERSHIP

Dear Firstname,

Wouldn't it be great if there was an organization that really understood the challenges a small business faces when trying to make a profit in this economy?

So much of business is a matter of good timing — leading rather than following, and acting aggressively when you see great value. Today in our challenging times you need, more than ever, access to the unique resources, services and benefits that membership in the International Sign Association provides.

Our membership roster includes most of the highest profile and strongest performing firms in our industry. Recent research has confirmed that ISA member companies have been in business longer and are succeeding in today's business conditions far better on average than non-member companies. Member companies benefit through superior access to industry information, technical resources and professional development that ISA provides member companies. ISA membership services allow member companies to gain a c

ISA sign company membership reflection of the positive value t members greatly enhances the i with a stronger voice to key auc of signage and want to locate si officials on the national, state, z programs and topics we offer y at International Sign Expo.

We hope that you will take this find out what you have been m

Sincerely,

Lori Anderson, CAE
President and CEO

P.S. To help make it easy to con review. It summarizes the key be to learn more. You can also cont org; they will be happy to answe



International Sign Association
1001 N. Fairfax Street, Suite 301
Alexandria, VA 22314



An Invitation Has Been Prepared for:

Size:
1-1/8 X 4-1/2
Position:
7/8 from left
1/2 from bottom



ISA MEMBERSHIP ACCEPTANCE FORM



YES, I want to join ISA

[Dues level] [Explanation text]

[Alt Dues level] [Explanation text]

Total Due: \$ _____

Code

ID: ID Number

Attn: Firstname Lastname

Company

Address

City State Zip Country

ISA Membership includes:

- Registration discounts for ISA International Sign Expo
- ISA webinars and On the Road regional seminar discounts
- ISA technical resources
- Use of ISA logo on your letterhead and website
- Sign code assistance
- Up to date industry news
- Listing in the first ISA Membership Directory
- ISA Helpline
- Discounted industry publications

We also encourage membership in your regional sign affiliate organization: [Regional affiliate name] to help support our efforts on your behalf nationally and in your region. Contact them at [phone or web].

Testing: Brochure or Factsheet?

Membership Category Definitions

Sign Companies

LOCAL/CUSTOM SIGN COMPANY DIVISION—Business primarily engaged in the sale or lease of signs and/or related services to the final user within a local market area.

ARCHITECTURAL SIGN DIVISION—Business primarily engaged in design and/or manufacture of sign systems which direct, inform, regulate and identify as part of a designed environment.

DIGITAL SIGN DIVISION—Business, franchise, business franchise, licensee or business development company primarily engaged in design, manufacture, installation, education and/or sale of digitally produced vinyl and/or printed graphics and signage.

NATIONAL SIGN COMPANY DIVISION—Business primarily engaged in sale or lease of signs and/or related services to final users who operate in multi-state, multi-premise or national market area.

INTERNATIONAL DIVISION—Sign company located outside the U.S. or Canada.

Sign Components Suppliers/Related Businesses

SUPPLIERS DIVISION—A wholesaler or retailer of equipment, signs and sign components or any firm engaged in the manufacture and/or sale of signs or sign components, supplies or equipment, including computers and software used in the manufacture, installation or servicing of signs to distribution or sign companies.

DISTRIBUTORS DIVISION—Business engaged in the storage and resale of materials, subassemblies, fabricated components, equipment or software from multiple suppliers to sign companies.

BUSINESS IDENTITY DIVISION—Business that produces signs for use in advertising, staff, or in products or services; the final sign user.

AFFILIATED ASSOCIATIONS DIVISION—Not-for-profit sign industry associations.

RELATED ORGANIZATIONS—Any firm conducting business in a sign related industry and whose products are not used directly in the manufacture, design, or installation of signs or sign components.

ASSOCIATE MEMBER DIVISION—Individuals or organizations otherwise not included above. This category includes individuals such as elected officials, city planners, and schools or students.

International Sign Association • (703) 836-4012
www.signs.org

INTERNATIONAL SIGN ASSOCIATION
400 Membership Department
10021 N. Fairfax Street, Suite 202
Alexandria, VA 22304 USA
QUESTIONS?
Call: (703) 836-4012
Email: membership@signs.org

(703) 836-4012
www.signs.org • membership@signs.org

ISA
Everything About What It Can Do For You.

Everything You Should Know About What ISA Is ... And What It Can Do For You.

10021 N. Fairfax Street • Alexandria, VA 22304 USA • (703) 836-4012 • www.signs.org • membership@signs.org

ABOUT INTERNATIONAL SIGN ASSOCIATION

The International Sign Association (ISA) will celebrate its 65th anniversary this year. We now have 2,600 member companies — and users, manufacturers, and suppliers of on-premise signs and sign products from the United States and 54 other countries.

ISA represents and serves the full spectrum of the on-premise sign industry including many different types of displays: neon signs, fiber-optic systems, pole signs, electronic message boards, rotating time and temperature displays, awnings, canopies, banners, indoor directional signs, carved wood signs, fleet graphics and the latest in computer aided signmaking (CAS) software. If you have been to the ISA International Sign Expo before, you have a good idea of how well our membership and services reflect the scope of products and services available in our industry.

WHAT DOES ISA DO FOR MEMBERS?

ISA exists to support, promote and improve the sign industry. This is accomplished through sign code assistance, advocacy of our industry to legislative and regulatory bodies, communications, sign industry events, education/training, technical resources, and other forms of membership initiatives.

Government Advocacy and Sign Code Assistance

The on-premise sign industry faces increasing regulatory threats from federal, state and local governments.

- The ISA Government Relations team works to address these issues on behalf of our members and the industry at large. In a 2008 survey of our memberships, 2/3 of our membership expressed serious concerns about local code restrictions and legislation regarding signage. ISA provides resources to government officials that address their sign code questions and help minimize the adoption of onerous and restrictive sign codes in local municipalities. ISA also tracks new legal developments in such areas as commercial speech and property rights involved in the regulation of on-premise signs.
- ISA's allied relationships with business groups have served us well in developing resources and educating city officials and sign code regulators. ISA works with the U.S. Chamber of Commerce, Small Business Administration, and state-based groups such as the New York State Small Business Development Center. Those relationships help us communicate about the value of on-premise signage with your customers through the organizations they belong to or use as local resources.

Later: Closed face carriers, HW fonts, alternative offers





ISA Champions

Member Recruitment Campaign

1001 N. Fairfax Street • Alexandria, VA 22314 USA • (703) 836-4012 • www.signs.org • membership@signs.org

Fact Sheet

International Sign Association

1001 N. Fairfax Street • Alexandria, VA 22314 USA • (703) 836-4012 • www.signs.org • membership@signs.org



WHAT IS THE PROGRAM?

ISA Champions is a new initiative that will be used by the International Sign Association to raise awareness of ISA membership value. Building from a model that has been used in other industries and by powerful trade associations for years, ISA will recruit and identify members who are ready, willing, and able to help ISA grow for the benefit of us all.

WHY WAS THE PROGRAM CREATED?

We all benefit from a stronger ISA membership. Many industries are served by trade associations with high membership penetration into every sector. This in turn leads to a strong business community and a grassroots network that can easily be mobilized in response to local or national threats. Over time, ISA membership needs to grow to ensure that we become an even more powerful organization at the national, regional, state and local levels.

WHAT'S IN IT FOR ME?

In addition to the benefits that come from your membership with a growing and involved trade association, you also benefit from the recognition you'll receive and the opportunity to qualify for the "Recruiter of the Year" award. We will hold an annual competition and recognize the top recruiter at the end of year for each of the three classes of ISA membership — Sign Companies, Suppliers and Distributors and recognize these volunteers in our marketing materials and at the ISA International Sign Expo. In addition, anyone who recruits at least two members this year will be entered in a drawing to have expenses paid for travel and hotel room to the 2010 International Sign Expo in Orlando!

WHAT DO I NEED TO DO?

All you need to do today is to complete the attached form, go to our ISA website, or write Stacey.Loflin@Signs.org with your intention to participate. As soon as we hear from you, we will add you to the roster of *ISA Champions* and will send you talking points, a packet of membership forms/brochures, and information on how to contact us when you have any questions or suggestions that may make the program more successful over the coming months.

HOW DO I PARTICIPATE?

There are several ways to recruit but we encourage face to face and phone contact to encourage others to join. We provide the brochures as a convenient mechanism for recruiting. Your business partners, clients, or colleagues all are logical individuals to recruit. If you're not certain if they are members, ask. Even the positive word of mouth will help the organization grow and raise awareness!

Thank you for your interest in this program. Together we can build a stronger ISA which represents our industry and taps the energy and creativity of us all!

ISA CHAMPIONS ACCEPTANCE FORM

I want to become an *ISA Champion*. Please add my name to the roster!

Signature _____

Name _____ Company _____

REPLY BY:

- Mail: 1001 North Fairfax Street Suite 301, Alexandria VA 22314 • Fax: (703) 836-8353
- Online: Go to www.signs.org and click on *ISA Champions* for an online application • Email: stacey.loflin@signs.org
- I understand that I will receive periodic contact and information for the program over time.
- I understand in signing this that there is no obligation but I will use my business contacts to help raise awareness of ISA and to engage potential new members through my contacts.



Name _____

Country _____

BE AN ISA CHAMPION: HELP BUILD A BRIGHTER FUTURE FOR OUR INDUSTRY TODAY

As an International Sign Association member, you play a key role in your market and in our industry. Your membership benefits you and your company, and it allows us to speak and act more effectively for our industry by raising awareness of the benefits of signage, and fighting for our rights by combating unfair and unnecessary regulations.

We are looking to encourage your participation in a new initiative designed to help us all. The *ISA Champions* program is a special program focused on membership growth, designed to tap into the most credible advocates within our industry — you!

The *ISA Champions* grassroots network represents the future of our organization — a program that will reach and your exposure to your customers, business partners, and peers in the industry. Participation is easy. To learn more, you can visit www.signs.org/champion, or read this letter and the attached form. We hope you will complete and return the short form so we can determine how best to increase the visibility of the association through encouraging others to learn more and join the organization at the national, state and/or regional levels.

WHY THIS IS BETTER FOR ISA

Over the past several years, there are many reasons why ISA's membership needs to grow. In fact, my primary reason for writing you today is to help you fully understand the need for a larger and stronger ISA within our industry. Not all members may choose to become an ISA member, but all members benefit from membership growth. Together we can all build a stronger ISA and translate this into greater power, visibility, and business opportunities in today's market.

The *ISA Champions* program comes to bear. The *ISA Champions* program is designed to recruit, encourage, or simply identify prospective members whom we can subsequently contact. This program is being conducted, we are simultaneously launching a new campaign to increase membership through direct mail, email, and similar efforts. These will be effective, but as you know, it takes more than just direct mail to succeed. The greatest impact comes from the positive word of mouth from members who understand the industry and can speak to prospective members directly and credibly.

[Over, Please]

Stage I: Planning

- **Take guidance from budget and schedule**
 - Generally planned, hope for flexibility
 - Link to institutional objectives
 - Review accuracy of forecast/
reasonableness of expectations
- **Conduct background research**
 - List/audience research: available size/quality of prospects
 - Perceptual: determine motivations, current audience need
 - Historical performance: conduct a results analysis including performance of test lists, packages, approaches and media
- **Adjust effort/annual plan based on learnings**

Stage I: Tips & Tricks

- **Determine sufficiency**

- How does campaign integrate with other planned activities
- Predict ROI per effort—incorp. servicing/product costs
- Project ROI per channel—newer technologies with lower cost per contact need to translate into cost per acquisition
- Review/allocate response per medium:
distinguish between Web-closed vs. Web generated actions
- Determine HOW budget & schedule might need modified

- **Use planning stage as 'excuse to learn more'**

- List/audience research: new to market lists
 - Tie in with a lead-generation & conversion strategy
 - Define potential cross-sells
- Need for perceptual 'customer insight' should prompt
 - Calls with recent signups, users
 - Informal survey techniques for testimonials & red flags
- Historical review should teach us trends, seasonality
 - Relationship between creative & results
 - Make smarter segmentation decisions

Stage II: Design & Messaging

- **Define the creative strategy**
 - Easy to do if a strong control
 - Identify big picture tests if none in past
 - Otherwise, test minor elements:
 - Mail: stamps, teasers, color, length, inserts,
 - Electronic: length of message, subject lines, from address, frequency, format, visuals
 - Of course, adhere to branding, style/graphic guidelines
- **Develop copy**
 - Select from standard copy points, new developments and what's necessary to convey freshness
 - Determine if variable copy/versioning necessary
- **Define offer**
 - Timing: drop dates and response deadlines
 - Pricing: limited-time discounts or variable offers

Stage II: Tips & Tricks

- **Employ a creative brief**
 - Description of tactics, conceptual messages, integration in program, define expectations
 - Achieve a level of transparency
 - Focus internal clients on the science & art
 - CYA: forecast low, medium high and factors driving performance
 - ABL: 'Always Be Lobbying'—address any sources of opportunity cost that (if lifted) would yield improvement
- **Employ a group process in the planning**
 - Help reverse any sense of disengagement among clients
 - Invite their involvement early in the concept/process
 - Encourage them to review & diagnose past performance
 - Identify concerns/negatives early in the process
 - Increase potential buy-in or flag your 'problem children'

Stage III: Audience/Database

- **Determine audience size, composition**
 - Export/rent mailing/distribution lists
 - Core names, other house file names, external sources
- **Manage the audience data**
 - Merge-purge files to eliminate duplicates
 - Retain profile data on file: source codes, demographics, personal history, alt contacts (mail/email addr./phone #)
 - Process should quantify overlaps to help assess list quality
 - Use data hygiene: NCOA, filter for bouncebacks, opt-outs and undeliverables
 - Consider scoring your file: fancy or simple
 - 2 points for past purchaser, 2 points if a member, 1 point if from a new response list, -1 point if never attended/purchased
 - Incorporate into your plan for frequency, level of investment in each name

Stage III: Tips & Tricks

- **Triage your marketing**

- Single greatest opportunity to make a difference
- Expand audience selections to include non-members, past users/attendees with high action likelihood
- Contract audience selections to suppress hard-core non-responders, to segment based on best creative
- Vary level of effort by prospect quality:
 - Add IVR/telemarketing, integrated email with mail, second-step followup with key prospects

- **Maximize ability to customize**

- Make offers match the size/quality of prospects
 - Variable copy when segment/profile is known
 - Variable offers when history is known
 - Pre-publication, first-timer, new member discounts
 - Non-transferable and time-constrained limit risk

Stage IV: Review/Implementation

- **Go through review process with internal client, administration**
 - Determine what to defend up-front
 - Know enough about what drives response
 - Give yourself a platform to push back if necessary
- **Select vendors/business partners**
 - Three-bid/proposal process for stewardship ... or
 - Engage those you have internal or external relationships defined to ensure business continuity
 - Common criteria: cost, timing, available capacity
 - Special abilities: data handling, quality, inserters/affixers for traditional DM
 - Expertise and audience knowledge that is beyond yours

Stage IV: Tips & Tricks

- **Make review process a mind-expanding one**
 - Sometimes, share captures of early versions:
 - “How we got here”
 - Scan samples of competitors or inspiring examples
 - Share these if you are expanding creativity
 - Link to past precedents or co-incident efforts you’re using in campaigns
- **Make vendor process educational**
 - Don’t expect new partners to over-apply experience
 - Guide them with past results; and share results with the partner who worked with you on campaign
 - Tit for tat: encourage full revelation of outcomes
 - If they advocate a certain approach, diagnose reasons
 - Being steered to a more profitable solution?
 - Proceeding with outdated solutions?

Stage V: Evaluation

- **Track results chronologically & cumulatively**
 - Preliminary results reports (esp. if doubling days known)
 - Measure unit & revenue results overall
 - Measure/infer segment level results
 - Measure results by test cell/tactic and by media
 - Try scenario planning: feed outcomes back into next period's relevant budget and schedule
- **Present/share results**
 - Put into context of all other efforts—historically, seasonally, and by type of campaign
 - In contentious cases (aesthetics, turf) hold meeting
 - Encourage internal partners/clients to predict winners
 - Help you both vest more into your shared goal—**RESULTS**

Stage V: Tips & Tricks

- **Ensure review feeds systematic knowledge**
 - Should have a master database of test lists/tactics
 - Incorporate results into an evaluation cycle:
 - Good: Do, Measure, Modify, Repeat
 - Bad: Ready, Fire, Aim
 - Find a report mechanism sufficiently fast & flexible
 - Hint: It may not be your AMS
 - Microsoft SQL in your network, Excel or SAS tools for the more ambitious
- **Adapt to your weaknesses**
 - Source coding sucks? Determine an imputation method to inflate results
 - Cross-channel complications? Use research tactically:
 - Determine web-mail crossover
 - Measure read-click-buy ratios



We hope that you will choose to learn more about AMHCA.

For more than 25 years, AMHCA has served the professional needs of mental health counselors exclusively.

Profit from AMHCA's work to get you recognized under Medicare, other federal programs, and healthcare plans.

Enjoy more recognition through AMHCA's growing collaborative relationships with professional organizations, government agencies, and consumer groups.

AMHCA is dedicated to your success and growth of our field. AMHCA strives to support its members with programs and services that expand our professional knowledge and service to our clients, help us to manage our work, and provide opportunities to network with our colleagues in mental health counseling.

AMHCA also works for universal recognition of our profession and for third-party reimbursement.

Your membership makes these efforts possible. And most of our members find that involvement is key: they more they put in, the most they get out. Attend events. Serve on a committee. Submit an article to The Advocate. Contact your lawmakers to support AMHCA's legislative work on your behalf.

We exist to advance practice and to serve your needs. We hope you will join us today.

Sincerely,

W. Mark Hamilton, Ph.D.
Executive Director & CEO

Involvement is the Key

When you join, you can dramatically increase the value and benefit you receive with active participation. Here are just a few of your benefits:

Giving You a Voice ... In Washington and State Capitols

1. Profit from our work to **win reimbursement** under Medicare and leading health plans.
2. Enhance client access to your services with our unrelenting support of **mental health care parity**.
3. Enjoy more **respect and recognition** through AMHCA's growing collaborative relationship with private health plans and managed care advocates.
4. Receive late-breaking legislative, public policy and court opinion news from the **e-News from Washington** electronic newsletter.
5. The AMHCA Office of Public Policy and Legislation works with Federal and State governments to **protect your interests**.
6. Our Federal Legislative Advocacy Network **grassroots program** enlists members to convey our needs as professional mental health counselors directly to legislators. Affordable Peace of Mind.

Affordable Peace of Mind

7. Gain access to low cost **malpractice insurance** coverage. With our affordable professional liability insurance protection, you can continue to practice securely.
8. Our online **Health Insurance Mart** can help you locate the most affordable rates in your state and our exclusive Member Advantage program offers other insurance programs as well.
9. Our **Long-term Care Protection Plan** with John Hancock helps to secure your future in the event of a debilitating health crisis.

Stay In Touch With Peers

10. Participate in **networking events** with your affiliated chapters in thirty states

11. Attend timely presentations and discuss issues with your peers at our **Annual Conference**. In 2006 this program is held in St Louis, MO. Visit our web site for future locations

Continue Your Professional Development

12. The **Advocate** monthly newsletter features research highlights, legislative bulletins, licensure updates, practice advances, and association and chapter news.

13. The **Journal of Mental Health Counseling** quarterly journal provides practical knowledge and illuminating background from in-depth research on clinical studies and counseling practice.

14. Keep your state license requirements current with at least 11 **continuing education credits** a year through AMHCA **Journa Learning** quiz in each monthly newsletter.

15. At **www.AMHCA.org**, online educational courses help keep you current and provide the CE credits that you need for license renewal—up to 60 credits each year through our online workshops alone covering more than 20 topics.

At AMHCA, we are here to help you address your challenges.

You need the benefits designed exclusively for you and offered only by the AMHCA—the one association dedicated exclusively to the needs of professional mental health counselors.

Please detach here and mail.

Membership Inquiry Form

Yes! I want to join AMHCA today!

- I have enclosed my dues for the following:
- Clinical: \$155
 - Regular: \$155
 - Associate: \$60
 - Student/Extended: \$60
 - Retired: \$60
 - AMHCA plus State*
- *Refer to reverse for definitions

Name: _____
Address: _____
City/State/Zip: _____

Provide the following contact information:

E-mail Address: _____
Business Telephone: _____

I certify that I have met all the criteria for my membership category. I pledge to uphold and abide by AMHCA's Code of Ethics (please review www.amhca.org/ethics.html).

Signature: _____

Payment Method: (Professional dues may be tax deductible.)

- Enclosed is a check or money order payable to AMHCA.
 - Please charge my membership dues to my:
 - Visa
 - MasterCard
 - American Express
 - Discover
- Amount authorized \$ _____ Expiration Date: _____
Card #: _____
Signature: _____
Name: _____
Please print name as it appears on card.

Mail your application to:
AMHCA c/o Wachovia Bank
P.O. Box 758717
Baltimore, MD 21275
Fax: 703-548-4775
Call: (800) 326-2642 ext. 103, or (703) 548-6002



American Mental Health Counselors Association
801 North Fairfax Street Suite 304
Alexandria, VA 22314
800-326-2642
www.amhca.org

An Urgent Message for Mental Health



AMHCA Membership Invitation

Yes, I accept your invitation to join an AMHCA member today!

Special Membership Offer: 15 Months for the Price of 12

- Clinical Member: ~~\$155~~
 - Regular Member: ~~\$155~~
 - AMHCA plus State dues*: **\$204** * refer to reverse for definitions
- \$139****
- ** special offer if you act by April 15**

Cara L Chinchar, LCMHC
65 Howard Street
Burlington, VT 05401-4818 VT

Send me information for the special Annual Conference rate of \$275 for first time members.

1- AMHCA Code of Ethics

I certify that I have met all the criteria for my membership category. I pledge to uphold and abide by AMHCA's Code of Ethics (please review www.amhca.org/ethics.html).

Signature: _____

2- Please provide your updated information below:

Name: _____
Address: _____
City/State/Zip: _____
E-mail address: _____
Business phone: _____

3- Please refer to the reverse for payment information.



American Mental Health Counselors Association

As an individual, you make a difference in the lives of a great many people. Together, we can do so much more.

Cara L. Chinchar, LCMHC
65 Howard Street
Burlington, VT 05401-4818

Dear Cara,

We are currently reaching out to professional mental health counselors who are not currently members of the American Mental Health Counselors Association, in the hope that you will consider joining us today.

Think back to when you first became a mental health counselor, and everything you have done since then. You'll quickly understand why we take our role so seriously, and why we need your support. Although we have done so much to increase the public understanding of mental health, there is much more left that we can accomplish together.

Cara, we know that your work as a professional mental health counselor has never been more challenging. Once, we could devote our energy and talents to work with clients to help them improve their lives. Today, we have to worry about so much more ... increasing costs, client access, licensure, staying informed, even malpractice suits.

At AMHCA, we exist to help you address all of your professional challenges. You need the benefits designed exclusively for you and offered only by the AMHCA—the one association dedicated exclusively to the needs of professional mental health counselors.

- Benefit from our work to win reimbursement for you under Medicare and Medicaid.
- Enhance client access to your services with our unremitting support of managed care.
- Enjoy more respect and recognition through AMHCA's growing network of private health plans and managed care advocates.
- Gain access to our affordable malpractice insurance coverage and other risk management services.
- Save money on insurance by using our online Health Insurance Marketplace or by using our exclusive Member Advantage Insurance Protection Plan with John Hancock helps to secure your future financial crisis.

Membership in AMHCA is an honor held by the best mental health professionals, an invaluable resource, professional credential, and a source of information.

I invite you to review the enclosed brochure and visit our website at www.amhca.org for more information in greater detail, and join today. Joining AMHCA—the only national association exclusively to your interests—as the **best decision you can make** to ensure the growth of our profession.

We realize that you probably belong to one of our network of thirty-two local chapters in close collaboration to advocate for your interests and your right to practice. To belong at national and state levels, we offer special joint discounted membership. Please contact your local chapter or request a brochure to learn if you can benefit from this arrangement today!

801 North Fairfax Street, Suite 304 • Alexandria, Virginia 22314 • Phone: 703.548.8902

Spring 2006

	Mail	New	Response	Cost	Revenue
Lapsed	5,351	55	1.03%	\$2,943	\$7,645
Insurance partner	5,067	19	0.37%	\$2,787	\$2,641
State licensure	19,369	84	0.43%	\$10,653	\$11,676
Total	29,787	158	0.53%	\$16,383	\$21,962

Joint State Chapter/AMHCA Dues

For many of us the services of the AMHCA network reflect a combination of national services and state-level benefits. We also offer joint state chapter dues at a discount of 20% before for the following states.

If you wish to join both today, please indicate the appropriate amount on the attached form.

Arkansas.....	\$172
District of Columbia.....	\$148
Florida.....	\$220
Iowa.....	\$164
Michigan.....	\$184
Missouri.....	\$176
Montana.....	\$204
New Hampshire.....	\$184
Oregon.....	\$184
South Carolina.....	\$164
Vermont.....	\$204
Washington.....	\$204
West Virginia.....	\$184

Please also indicate if you want to learn more about other services of AMHCA:

- Annual Conferences
- Professional Advocacy Programs
- Professional Liability Insurance
- Other Services (please specify)

AMHCA Membership Categories

Clinical Membership—Master's Degree or higher in Counseling or a related field covering the basic principles of mental health counseling from a regionally accredited institution.

Primary work is in the direct delivery of counseling services. Hold state licensure or certification if available, or Certified Clinical Mental Health Counselor if licensure/certification is unavailable in your state.

Regular Membership required credentials: Master's Degree or higher in Counseling or a related field covering the basic principles of mental health counseling from a regionally accredited institution.

Student Membership—Enrolled at least half time in a graduate program in counseling or a related discipline.

Student Membership (Extended)—Graduate work completed in three years or less. Currently in first year of practice.

Associate Membership—Primary work responsibilities in human resources/personnel.

What Our Members Say About Us

Don't just take our word regarding the quality of our services to the community. Here are just a few of the comments from our members:

"When I moved from community mental health to private I wondered where/how I would connect with colleagues. Then I found you. The wonderful thing is that you target mental health issues directly."

"I love what you do for me and the communications you send to me. Your organization became the foundation of our state's licensing the Professional Counselor."

"AMHCA does an outstanding job representing the interests of mental health counselors."

"AMHCA has always been extremely responsive and helpful to any questions, concerns, or needs I have expressed."

"You folks are proactive and very engaged in furthering the profession. My AMHCA membership provides great value for the money."

"I really appreciate the lobbying and advocacy in keeping on top of supporting our profession in Washington DC."

"I'm very proud of what we have accomplished in Illinois and AMHCA has been very supportive."

AMHCA is a community of more than 5,500 mental health counselors. You and your colleagues make an important impact on the lives of Americans, and AMHCA strives to make a difference for you in your profession.



Contact Us Today

We welcome your questions and feedback: please contact the AMHCA office at (800) 326-2842, or e-mail us at Imorano@amhca.org.

We look forward to serving your needs for years to come.



American Mental Health Counselors Association
801 North Fairfax Street, Suite 304
Alexandria, VA 22314
www.amhca.org

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American Mental Health Counselors Association

The Community for Professional Mental Health Counselors

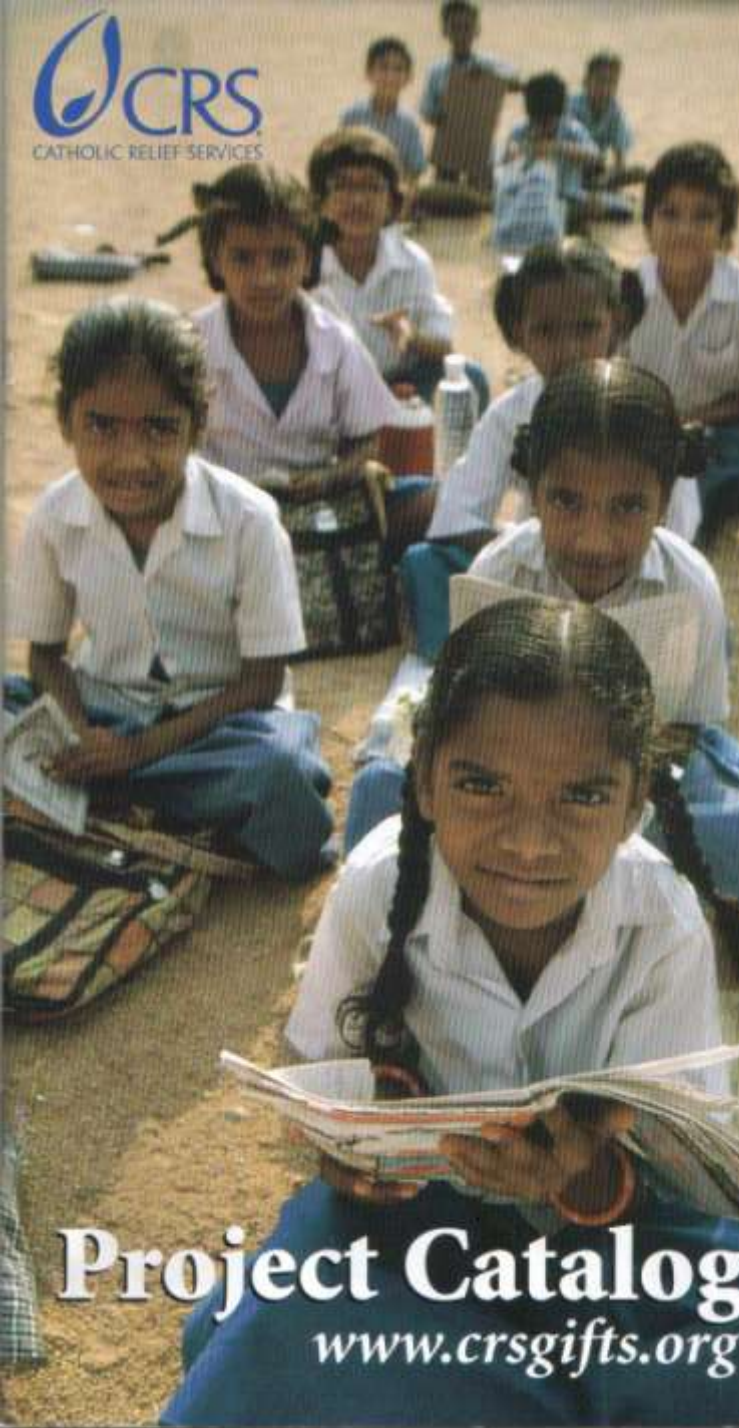


Testing Results: Package Comparison

Evaluation: Results of head-to-head tests

	A	B	C
# Mailed	364,945	150,000	50,000
% Response	0.71%	1.23%	0.77%
Average Gift	\$36.48	\$23.73	\$55.52
Rev/M	\$257.26	\$292.99	\$424.76
CPDR	\$1.38	\$1.54	\$0.93

- A: New Refugee Control
- B: Control with Gold Angel Token
- C: Urgent Letter Package



Project Catalog
www.crsgifts.org

Effective design

Catholic Relief Services

Mission Statement

The fundamental motivating force in all activities of Catholic Relief Services is the Gospel of Jesus Christ as it pertains to the alleviation of human suffering, the development of people, and the fostering of charity and justice in the world.

CRS gives active witness to the mandate of Jesus Christ to respond to human needs in the following ways by:

- Responding to victims of natural and man-made disasters
- Providing assistance to the poor to alleviate their immediate needs
- Supporting self-help programs which involve people and communities in their own development
- Helping those it serves to restore and preserve their dignity and realize their potential
- Collaborating with religious and nonsectarian peoples of goodwill in programs and projects which contribute to a more equitable society
- Helping to educate the people of the United States to fulfill their responsibilities in alleviating human suffering, removing its causes and promoting social justice.



Visit our websites:
www.crsgifts.org: home of the CRS online project catalog and updated information.
www.crs.org: home of CRS and its worldwide programming.
www.myglobalvillage.org: detailed information about select villages and programs.



Lucas and his dog Rey-Isaac.

www.crsgifts.org

Gift of Hope

Project Catalog

2004 Fall/Winter

THANK YOU FOR ATTENDING!!

Kevin Whorton, Whorton Marketing & Research
301-312-8938 info@kwhorton.com

Scott Oser, Scott Oser Associates
301-279-0468 scott@scottoserassociates.com

