

## **Calling Campaign Step by Step Instructions**

1. Before making calls, be sure to coordinate with others in your district to make sure the potential member is only called once. We do not want them to receive numerous calls.
2. We have provided a google spreadsheet list you can work with if you wish or divide the list with other leaders in your district. Please remember, only one member should call a prospective member.
3. Please **DO NOT DELETE** any names from the spreadsheet. If you know someone has moved out of the district area or retired add in the comment's column of the spreadsheet. If you have updated contact information, please share it with Mia or Dawn @ [info@mndental.org](mailto:info@mndental.org) (subject: Calling Campaign updates) so we can update the main database.
  - a. If you change the district potential member spreadsheet, please notify us. So, we can update the main database.
4. Before making any calls review benefit documents. Take time to look over the benefits sheets provided by the MDA and ADA. You DO NOT need to know everything but understand some of the main benefits or where the links are to forward information to potential members.
  - a. **Quick Resources on benefits**
    - i. [MDA Benefits Flyer](#)
    - ii. [ADA Benefits](#)
    - iii. [ADA Membership Delivers](#)
    - iv. [ADA Support Our Dentists Flyer](#)
    - v. [Endorsed Discounts MDA](#) (only members have access to this page)
    - vi. [Endorsed Discounts ADA](#)
5. Review the conversation tips and calling script before making the calls.

6. If the potential member's name is **highlighted in YELLOW** on the spreadsheet, they are eligible for 50% off on their 2024 membership dues. Make sure to let them know the ADA, MDA and District are offering a special discount to them for 2024.

<b>District</b>	<b>Full Dues Amount</b>	<b>50% Dues of 2024</b>
Minneapolis	\$1655.00	\$828.00
Northeastern	\$1510.00	\$756.00
Northwestern	\$1465.00	\$733.00
Saint Paul	\$1630.00	\$816.00
Southeastern	\$1480.00	\$741.00
Southern	\$1460.00	\$731.00
West Central	\$1465.00	\$733.00

7. Review the spreadsheet data and check to see when they were last a member of the ADA/MDA/District. Dentists who were members in 2022 and did not renew their membership in 2023 will be on the list. If they are not interested in rejoining, ask if there was a reason they decided to not renew. (Take notes and complete on the online form)
8. Be sure to keep track of the calls made and the outcomes. Please complete the online potential member form within 2 days after a call if they are not interested. If they would like more information and have expressed an interest in joining, complete the form ASAP. <https://www.mndental.org/potential-member-contact-form/>
9. If they are interested in joining, we have provided you with a template that has information with a link to have them complete an online application.
10. If they are not interested, we have provided you with a template you can email as a follow up. One with 50% and another without the discount offer.
11. After 10 days MDA staff will contact you if they have not joined. Please follow up with another email.
12. Try and complete the calls by the end of February.