

MEMBERSHIP INCENTIVE CODING AND PROCESSING

Please share this information with every Chapter leader involved in membership recruitment and handling. The Chapter Services Office at chapter_services@audubon.org or (800)542-2748 will be glad to help with any questions.

RECRUITMENT CODES

Chapters receive the full first year funds paid by new members using forms designated by a specific code. **In order to receive credit for the memberships you recruit, please be sure to include this code on all membership recruitment forms included in newsletters, direct mail, Chapter or National Audubon membership brochures. Audubon.**

The recruitment code consists of 8 digits and incorporates your 3-digit Chapter code: C9Z__0Z. If B08 is your Chapter code, the full code would be C9ZB080Z. Each digit's position means the following:

C = Source	"C" identifies a Chapter generated membership
9 = Calendar Year	"9" is the last digit of 2009. Each calendar year, this will change. E.G., beginning January 1, 2010, it will become "0"
Z = Month	"Z" indicates that the month is not being tracked
___ = Chapter code	Your specific, 3-digit Chapter code, for example B06. If you do not know your Chapter code, call us at 800-542-2748
0 = Media detail	"0" (zero) indicates that the media detail is not being tracked
Z = Media general	"Z" indicates that various media are used (brochures, newsletters, etc)

On the National Audubon Society membership recruitment forms, please write, stamp or affix a label with the full code in the box at the bottom right corner of the membership form where it says "Official use only":

Official use only -----

ADDRESSES TO USE WITH THE NATIONAL MEMBERSHIP BROCHURE

Please use the address provided on the National Audubon Society membership recruitment brochure tear-off postcard mailer, UNLESS you send one or more membership forms with checks in a stamped envelope. In that case, please use the following address:

National Audubon Society
P.O. Box 422250
Palm Coast, FL 32142-2250

The address above also applies to Chapter-created membership forms that are enclosed in a first-class postage-stamped envelope with payment.