

# Members: our most important asset

## 6

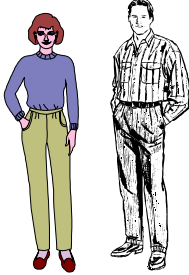
### Why do we need members?

- ✓ Our members form our network. The information they provide about issues, trends, successes, and failures is vital to the effectiveness of CPF at all levels. The direction they give to our leaders regarding positions to be taken and activities to be undertaken is essential to the continued vitality and success of CPF.
- ✓ Our members give us a voice. The opinions of scores at the chapter level, thousands at the provincial/territorial level, and many thousands at the national level count for more than the opinions of just a few. Every brief, request, or position taken by CPF leaders is only as strong as the number of members represented.
- ✓ Members bring new energy, new perspectives, new enthusiasm. We need new members to keep CPF alive, vital, and relevant.
- ✓ Our members are also our volunteers. Without them we are unable to create and promote the opportunities for young Canadians to learn and use French as a second language.
- ✓ CPF is funded in part by its members, and the local chapter receives 80% of the membership fee. These resources allow chapters to fund activities at the local level that would not otherwise be possible.



# Why do members need CPF?

Individuals join CPF for a variety of reasons:



- To learn how to help their own children learn French
- To learn where to get French resources for children
- For information: research results, news about French second language learning, statistics, etc.
- To support the cause (provide financial support and lend credibility to the efforts of the organization at any or all levels)
- To socialize and share experiences with parents with similar interests
- For the benefits that accrue only to members (participate in member-only activities, be eligible for special offers to members, have access to the members-only section of the CPF website, etc.)
- To work on a specific CPF project
- To have a say in running the chapter/branch (have a vote, run for office)

# Attracting new members



Selling a CPF membership is not really all that different from selling anything else. Like any salesman, you have to know your product and approach the job in an organized way.

## Understand your audience, the buyer

There are a lot of reasons to join CPF, but not every reason will appeal to every person. What convinces one person may be of little or no interest to another. Think about whom you are trying to reach, what you know about them, and what you think may attract them, then gear your approach accordingly.

Reasons to join CPF:

- ✓ To learn how to help their own children learn French
- ✓ To learn where to get French resources for children
- ✓ For information: research results, news about French second language learning, statistics, etc.
- ✓ To support the cause (provide financial support and lend credibility to the efforts of the organization at any or all levels) As French second language programs are not mandated by the ministry, support is essential to keep the program alive and strong
- ✓ To socialize and share experiences with parents with similar interests
- ✓ For the benefits that accrue only to members (participate in member-only activities, be eligible for special offers to members, have access to the members-only section of the CPF website, etc.)
- ✓ To work on a specific CPF project
- ✓ To have a say in running the chapter/branch (have a vote, run for office)

Thus, there are three main sales approaches:

- the practical: "What's in it for me?"
- the idealistic: "How can I help?"
- the political: "How can I make changes?"

Usually the three are combined in any sales appeal, but sometimes circumstances will lend themselves to emphasis on one particular aspect of membership. So, in addition to considering your audience, consider the context for your message.

## Know what you're selling

There is nothing worse than a salesperson who isn't clear about what is being sold, or who isn't entirely convinced of the value of the product! Everyone who tries to sell membership in CPF - and that should be every one of your current members! - needs to know the following:

1. What is the purpose of CPF?
2. What is CPF's Mission Statement?
3. What does it cost to become a member?
4. What are the rights of a member?
5. What is the role of a member?
6. What current cause(s) and activities would they be supporting at the local, branch, and/or national level?
7. What exclusive benefits do members receive:
  - from CPF?
  - from the branch?
  - from your chapter?
8. What types of information are provided to members through CPF national and the branch? by your chapter?
9. Are there any special offers currently available to CPF members?

The answer to these questions (except those which are specific to your chapter) can be found in this manual and/or on our website at [www.cpf.bc.ca](http://www.cpf.bc.ca).

## Plan for success

Selling memberships is an ongoing process. Every one of your chapter efforts and activities can involve membership promotion, whether it's designed to be exclusive to members or it's simply an opportunity to raise awareness of the organization.

Your first step is to establish your target for the year. How many new members do you want to gain? How many current members should renew? Be realistic in your aims, but set your sights high enough to demand real effort. Remember: if you don't know where you're going, how can you decide how to get there?

Your membership committee can be most successful in achieving this target by taking some time to plan ahead. Start with an overview of the possibilities, such as:

Date	Activity	Location	Liaise with	Membership opportunity
Sept. 30	workshop for parents on French phonics	Anytown Elementary	Parent Ed committee	talk about membership and have a display re the information provided to members by CPF (newsletters, website, discussion forum, etc.)
Dec. 15	Christmas party for member families	community centre	Social Events committee	ensure current members know they need to renew in order to attend in future  mention this activity as a benefit of membership whenever promoting new or renewal memberships

From this you can:

- determine what additional membership promotion activities you need to undertake (e.g., a special membership campaign for a specified period of time)
- develop your priorities (which are the best opportunities? which might not be worth the efforts/resources?)
- identify specific tasks in order to find volunteers
- establish deadlines (when things are to be done, when are reports due, etc.)
- determine what resources you'll need, and take steps to ensure they'll be available on time<sup>1</sup>.

Even the simplest plan - listing what needs to be done, who will do it, at what cost, and when - ensures that everything has been thought through, that sufficient resources will be available, that all the jobs that need to be done have been assigned, and that the most important ones will be given priority.

---

1. see see appendix G “Resources from CPF and others”

## The recruitment campaign

While membership recruitment can and should take place throughout the year, a special campaign can be an extremely effective part of your overall strategy. A high-profile campaign allows you to intensify your efforts for a period of time to get the most from your resources: a message is more likely to be heard if it's repeated 12 times within one week than if it's only heard once a month.

1. **Choose your campaign chairperson:** someone who's enthusiastic, imaginative, and a team player. The eager, effective organizer with limited knowledge of CPF (but who's willing to learn) will probably do a better job than the veteran with indifferent organizing abilities or low spirits.
2. **Set your target** for this specific campaign (a sub-target of your year's overall membership goal). Make it something you think you can achieve, if everyone works hard.
3. **Decide who you're trying to attract to CPF** with this particular campaign. Is it young parents? Parents of secondary students? Parents of core French students? Members of the community who believe that our youth should learn French? Former members of CPF who have let their memberships lapse? Graduates of immersion programs? Remember: your message and your activities must fit your audience.
4. **Determine the best time** for your campaign. What is the best time to reach the audience you've identified? What might interfere with getting your message out at certain times?
5. **Decide what particular message(s)** you want to get out, what **special activities** you'll undertake, **what publicity opportunities** you'll use.

Schools are certainly one of the best places to go for members, but they aren't the only places. Think where else in your community potential members can be found: are there preschool programs? what about the hockey arena? the community center? the mall? Are there service clubs in the community which need speakers? do they know about CPF? can you display CPF materials at one of their meetings? What about university classes? continuing education courses in French? What about grandparents?



A high-profile speaker, a major event, a contest - a special activity can offer a focal-point for your campaign if tied to your target audience and your campaign theme or message.

Will the local newspapers print an article about the chapter and its activities? If the children are benefiting and if a good photograph can be taken, almost certainly they will. Don't wait to be called on: take the lead yourself. You may be surprised at how many new members an article or a letter to the editor will produce.

Don't forget free advertising opportunities such as community bulletin boards in newspapers, on the radio station, and on the cable outlet.

6. **Establish your deadlines.** Limit your campaign to a specified period (a week, a month), depending on the activities you'll undertake - an intense, multifaceted approach is more effective than a long, drawn-out effort. Plan when to order resources, how much time is needed to prepare, when specific activities need to take place, and when reports are to be submitted, by and to whom.
7. **Spread the workload.** Recruit volunteers on the basis of specific tasks and specific deadlines.

For example, if your chapter covers an area with several schools offering French programs, try to find a CPF member as liaison within each school. This not only provides

the membership chairperson with a ready-made committee, but also personalizes the recruiting efforts at each school. If there is only one school, try to recruit a representative from each grade or class.

Look beyond your traditional volunteers for help: a reporter who might be willing to write or give advice on writing a news release, a leader from another organization to teach you how to develop an action plan, individuals from your target group to form an advisory committee, graduates who can talk about their own experiences, parents of graduates who can provide a retrospective view.

## More helpful hints about membership recruitment

- ✓ **Focus on how the potential member will benefit from joining CPF.** Not everyone's needs or interests are the same: focus on the benefits relevant to the potential member, not on those enjoyed by you and your family.
  - ✓ **Never make members feel guilty about not doing more!**
  - ✓ **One-on-one, friendly persuasion always works best.** Remember that the cheapest but most effective way of recruiting a new member for CPF is for a current member to ask a friend to join. Use all your members as recruiters by giving them the information they need to "sell" CPF.
  - ✓ **Always think beyond "parents" and especially beyond "immersion parents"!**
  - ✓ **Avoid jargon.** Don't talk about French second language learning opportunities, talk about giving children a chance to learn French, or the gift of a second language. Don't assume everyone knows what "core" or "immersion" or "dual track" means.
  - ✓ **Collect memberships on the spot.** Forms that go home are often lost. Offer to save potential members the cost of an envelope and postage (then be sure to forward the applications to Ottawa immediately).
  - ✓ **Let potential members know that joining CPF is easy:**
    - ❖ they can pay by credit card (no need for cash or a cheque)
    - ❖ they can apply online at [www.cpf.ca](http://www.cpf.ca)
    - ❖ a three-year membership saves \$15.
  - ✓ **Always encourage new members to give two (adult) names on the form if possible.** Adding the second name to the membership form increases your number of members which is very important for continued/increased funding at the branch and national levels.
- ➡ **For more ideas about membership recruitment and retention visit the Chapter Information pages on the CPF-BC & Yukon website at [www.cpf.bc.ca](http://www.cpf.bc.ca).**

## Introducing CPF to new French second language parents

Many parents that have just registered their child in a French Immersion program or their child has just started taking Core French are not aware of CPF. A letter of introduction to these new parents is also a means of recruiting new members. Below is a sample letter for new French Immersion parents that can be modified to introduce your chapter to these parents. A membership form can also be included with the letter.

Dear Fellow Parent,

On behalf of *Anytown* Chapter of Canadian Parents for French, welcome to the French Immersion program. You have made an important and we believe a very enriching decision to enrol your child in French immersion. We are sure that you want him/her to get the most out of this excellent educational opportunity but you may not be sure about how this can be accomplished.

The *Anytown* Chapter of Canadian Parents for French (CPF) was formed for this very reason. CPF is dedicated to the creation and promotion of French second language learning opportunities for young Canadians. The *Anytown* Chapter is a dedicated group of parents volunteer. We hold many in and out of school French learning experiences, offer resources as needed, can answer any concerns/questions you may have to help both you and your child throughout their education, and work closely with school Principals and staff to create unique opportunities to enhance student's Immersion experience. Our website and newsletters are full of information from French summer camps to statistics on how well Immersion students do in their FSA exams. CPF *Anytown* is very proud of our accomplishments to date. Highlights of this past year include:

- We organized Homework Clubs for Grades 3-5 at [school name] Elementary School. (This year our goal is to expand the club to [school name] Middle School).
- We offered French classes for parents: Beginner and Conversational French (we hope to offer the same this year).
- We worked with the Anytown Public Library to offer a French Reading Program weekly throughout the summer.
- We worked in conjunction with the City of Anytown to offer the first French Summer Camps. 67 children took part in the two camps for ages 10-13 and 6-9. (The camps were such a huge success that they will be offered again next year.)
- We experienced an increase in membership from 100 to 250.

If you believe these activities are important and want to see these opportunities continue, help by attending a meeting. If time is tight, then show your support by becoming a CPF member. 80% of your membership fee is re-invested in your local chapter to continue to provide French academic and cultural activities, grade 12 bursaries, French Film Festival, etc. 10% goes to the provincial level to provide programs such as "Rencontre Française", the French Youth Conference held at SFU every May for grade 7 & 8 students (this opportunity is only available to those students whose families are members of CPF) and the Provincial Concours d'art oratoire (French public speaking competition) just to name a few events.

Our first event this school year is an opportunity for you to meet others who have children in French immersion (and try some yummy cheesecakes and coffees!). This informal gathering will be held in the library at [school name] School on Monday, September 24, 2004 from 7:00 to 7:45 p.m. Members of our organization will be on hand to answer all your questions (at least we'll try) and discuss our organization. Babysitting will be provided in the kindergarten room. Our first official meeting of the year will be held afterwards (8:00 to 9:30 p.m.) and you are more than welcome to attend this as well if you choose. Among those topics to be discussed at the meeting are plans to organize a French Immersion Information Night, Public Speaking Competition, Book Fair, and French Entertainment/Cultural Events. We will also provide details on a French Preschool and Beginner French Classes that will begin shortly.

Please join us or give us a call. For more information call Melody Smith, President, at 999-1111 or Grant White, Membership Coordinator, 999-2222.

Thank you and once again welcome, we are sure that you will enjoy and find a CPF membership beneficial. We hope to see you on the 20th.

Yours sincerely,

*Grant White*

# Keeping members

Every member lost is a new one you need to recruit (and a possible detractor). Every member who is satisfied enough to renew is a potential recruiter and a potential volunteer. Membership retention is even more important than recruitment!

A membership is only good for one or three years. From the first day of a new membership you need to plan for membership renewal. New members need to be warmly welcomed and made to feel a valued part of the organization, and they need to believe that they have gained from joining CPF.

## A member has needs too

Keep in mind that people who join CPF have basic needs. If you want your members to maintain their interest, efforts, and financial support, you must recognize these needs and respond to them. A member needs:

1. To have a sense of belonging
2. To share in the planning of group goals. That his/her ideas have been heard.
3. To feel that the goals are within reach and that they make sense.
4. To feel that what he/she is doing contributes to the association's welfare and that its value extends beyond the group itself.
5. To share in making the rules of the group - the rules by which the group lives and works toward its goals.
6. To know just what is expected of him/her so that he/she can work confidently.
7. To have responsibilities that challenge, that are within his/her abilities, and that contribute toward the goals.
8. To see that progress is being made.
9. To be kept informed.
10. To have confidence in the chairperson - confidence based upon consistently fair treatment, recognition when it is due, and trust.
11. To be able to make sense of his situation, regardless of how much sense it makes to others.

Recognizing these basic needs and running your chapter accordingly can lead to a healthy organization with a strong membership.

## Feeling welcome

You will learn of new members in two ways:

1. they join at your meetings and events (copying the information before sending it to the national office for processing means you can follow up immediately), or
2. you receive a processed form from the national office via the branch office.

New members receive a Welcome Kit from the CPF national office. What is really needed, however, is what only someone in your chapter can provide: the personal touch. A welcoming telephone call gives you a chance to introduce yourself and to tell the new member about an upcoming chapter event or meeting. The same call gives the new member a chance to ask you any questions he or she might have.

Below is a sample "welcome" which you could adapt as a letter for your new members or as a "script" for welcoming phone calls.



Dear Jane and John,

Welcome to Canadian Parents for French (CPF)! By becoming a member of CPF you not only help us to help you but also strengthen the CPF network right across Canada in its efforts to promote and support French second language learning.

In addition to being part of the national CPF association, you are now a member of both the BC & Yukon Branch and the *Anytown* Chapter. Our chapter includes all CPF members associated with the *Anytown* Public School District.

The *Anytown* Chapter undertakes a variety of programs and activities in support of our core French and French Immersion programs. Every year we:

- hold three information meetings with speakers on a variety of topics of interest to our members;
- publish a quarterly information newsletter (copy of the latest edition enclosed);
- sponsor French classes for parents;
- hold three extracurricular French-language activities for children or for families;
- work to make preschool parents aware of the French Immersion program;
- monitor on an ongoing basis, school board decisions and district actions which relate to our core French and French Immersion programs;
- have two representatives on the school district's French Program Advisory Committee

We also undertake additional projects and actions as deemed important by our members and as resources allow. A few months ago our chapter established as a high priority the goal of reducing attrition from our immersion program between grade 9 and grade 12 from 25% to 10% by the 2005/2006 school year. We are now preparing recommendations to take to the *Anytown* Public School District and to the secondary schools, and we are identifying activities which the chapter itself could undertake which would help encourage students to continue in the program.

By taking out a membership in CPF you have already made an important contribution to all of these efforts. But, like all non-profit groups, we are always in need of volunteers as well. If you might be interested in helping with any of our activities, if you have any questions, or if there is any way in which we can help you, please don't hesitate to contact us:

Melody Smith, President  
604-999-1111 (anytime)  
msmith@shaw.ca

Grant White, Membership Coordinator  
604-999-2222 (evenings, weekends)  
gwhite@yahoo.ca

Our next information meeting night will be held at the [school name] School from 7 to 9 p.m. on Thursday, Month day. The guest speaker will be Aline Forgot of the *Anytown* Library, who will talk about helping and encouraging our children to choose French books for their leisure reading. I hope to see you there!

Yours sincerely,

*Grant White*

Sample membership welcome letter which can be adapted for a welcome phone call.

## Feeling needed

The first telephone call coming as soon as possible after someone has joined should be only the first of a regular series of personal contacts, whether on the phone, at meetings, or in writing. The purpose is to get the members actively involved in chapter activities, to ensure that they develop a personal stake in the success of the chapter and the association. When they do, they're much more likely to renew their memberships, and even to recruit others.

In what ways can your members provide input into chapter goals? How can they become part of the network by sharing their information, insights, and talents with their fellow CPF members? How do they find out about volunteer opportunities? Don't let that initial enthusiasm wither on the vine - ensure that your members know how they can make a meaningful contribution to *their* organization.

Not all members have the time or interest to become directly involved in volunteer activities. Making them feel guilty can be very counterproductive: every one of your members should know he/she is valued. Their membership fee and their name on the list are important! (And remember: circumstances change. Perhaps in the future he/she will become actively involved with one of your efforts.)

## Being informed

Don't be invisible to your members (especially those who can't make it out to your meetings!) and don't be afraid to blow your own horn: no one else can do it as loudly or as well. Members receive the national and branch newsletters, but how do they obtain local information? They need to know what their chapter has done and what you plan to do. They will also be relying on you for the news about French second language learning within your community. Nothing will discourage a member faster than being kept in the dark, or learning something too late or from someone else.

## Renewal reminders

Ever feel like you're fighting a paper blizzard? Well, so are your members! It's really easy for that renewal reminder notice to be misplaced.

An important function of your membership committee is the friendly phone call to remind someone his/her CPF membership is about to lapse. Use the opportunity to get feedback on how well your chapter is doing (if the individual really doesn't want to renew, don't argue, but do find out why; if they do want to renew, what are you doing right?) and to offer a reminder of your goals and upcoming activities. You can also update their information: add a second adult's name or an e-mail address, confirm which school(s) should be listed, and so on.



Make it easy to renew. Today many pay all their bills through ATMs or online, so they don't even have envelopes and stamps on hand. Be sure they know they can apply or renew online at [www.cpf.ca](http://www.cpf.ca) or hand in their form at your next meeting.



**Encourage members to renew *before* the expiry date so that there are no gaps in their memberships: too often newsletter mailing labels are printed during such a gap, so editions are missed! A renewal received early will be extended to the anniversary of the previous membership - that is, there will be no overlap or time lost.**

# Special offers for members

**What does your chapter offer its members? What are the privileges of membership within your group?** Exclusive access to information? Advance notice of activities, especially where participation will be limited? Exclusive or reduced fees for participation in particular activities? A support network for members only?

Don't forget that information is a significant benefit of membership. Only CPF members receive the national and branch newsletters. Only CPF members can access the Members' Corner on the national website at [www.cpf.ca](http://www.cpf.ca), which includes *The CPF Guide* (a listing of every French immersion and extended core French program in Canada), research information, links to a wide variety of resources on the web, and more. Password for the Members' Corner is published in the CPF national newsletter.

CPF also sets prices to the advantage of members<sup>2</sup>.

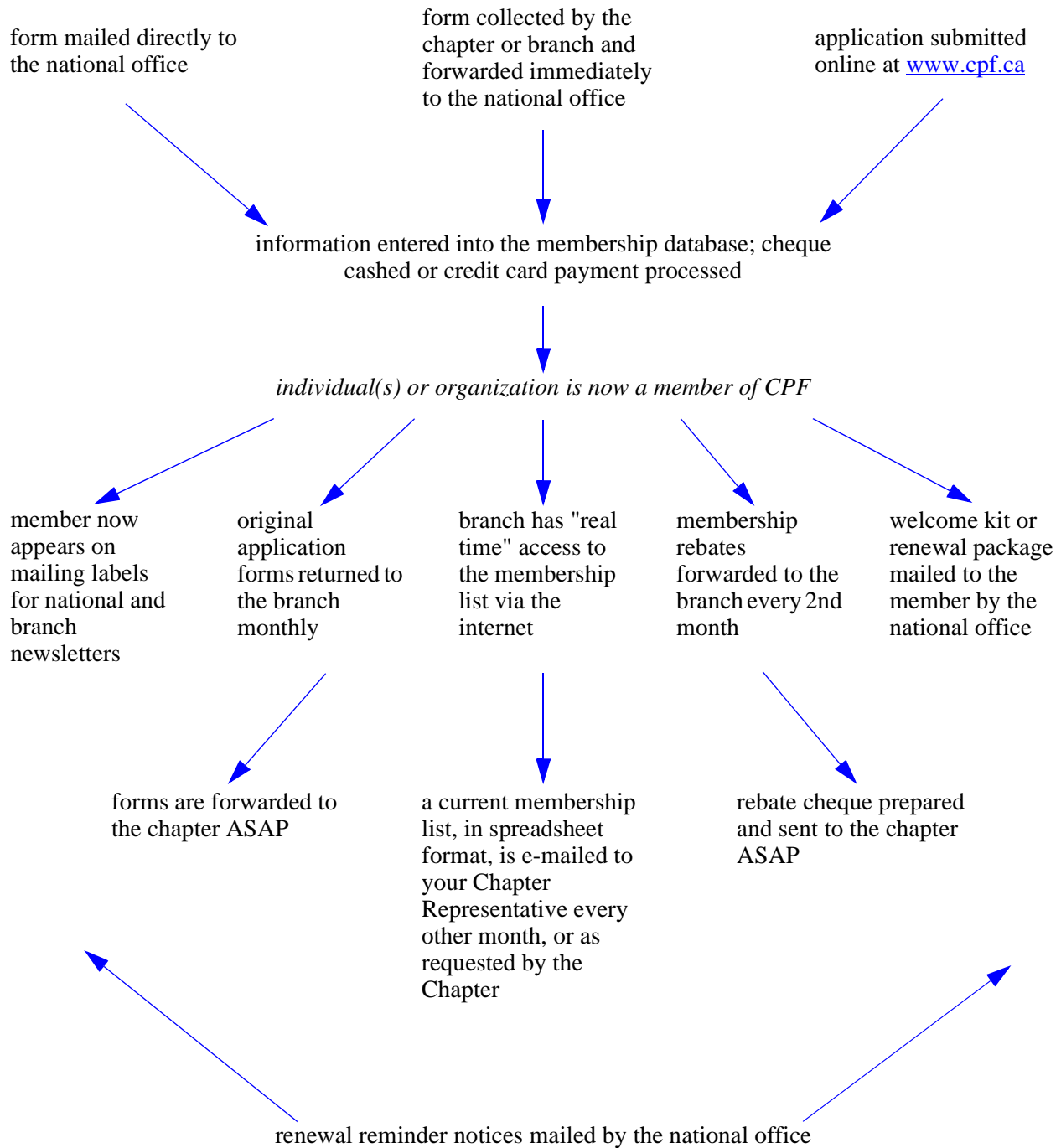
- ⇒ **Periodically CPF joins in partnership with Canadian companies and/or organizations that have something of value to offer to CPF members, such as discounts on French resources. Be sure to watch the national newsletter and check the national website at [www.cpf.ca](http://www.cpf.ca), visit the CPF-BC & Yukon website at [www.cpf.bc.ca](http://www.cpf.bc.ca) for updates on such offers so you can let current and potential members know about them.**

---

2. see see appendix G “Resources from CPF and others”

# Membership processing

## The membership cycle



## Who can join CPF?

A member is any adult person who is interested in furthering the object of CPF and whose application for admission as a member has been processed in accordance with policies established by the CPF national Board of Directors. (National by-laws reference: “3.2 *Members*” on page B-9)

Those who join CPF include:

- parents of current French immersion students (K-12)
- parents of current core French students (K-12)
- parents considering/hoping to have their young children learn French
- grandparents of students who are learning French as a second language
- graduates of French second language programs
- parents of French second language graduates
- French teachers and teachers-in-training
- principals, district administrators, school board trustees, researchers, etc.
- members of the community (both organizations and individuals) who believe that our youth should have the opportunity to learn French as a second language

## Types of membership

A **voting member** is an adult person who has paid the appropriate membership fee and whose application has been accepted by the national association. A maximum of two adults persons per member household shall be deemed voting members if both names are provided to the national office. (National by-laws reference: “3.3 *Voting Members*” on page B-9)

A national, provincial, or local body which has paid the appropriate membership fee and whose application has been accepted may become an **Associate Member Organization** (AMO) in order to endorse the goals and activities of CPF. (National by-laws reference: “3.5 *Associate Member Organisation*” on page B-9)

**Distinguished life memberships** may be awarded by national Board of Directors to voting members who have provided outstanding leadership to CPF at the national level and/or significant national contributions to the work of CPF. (National by-laws reference: “3.4 *Distinguished Life Members*” on page B-9)

## Membership fees

The membership fees as established by the CPF Board of Directors are:

- **Voting members:** \$25 / 1 year or \$60 / 3 years (one or two adults in the same household)
- **Associate Member Organization (AMO):** \$60 / 1 year or \$180 / 3 years
- **Distinguished Life Members:** waived

## Rights of members

**Voting members** are entitled to one copy of each national and provincial newsletter and other designated reports or mailings sent to the household address. They have the right to vote at all meetings held at the chapter and branch levels. Only voting members may be elected to office at any level of CPF. (National by-laws reference: “3.3 *Voting Members*” on page B-9) (See National by-laws reference: “3.8 *Voting Restrictions on Members Receiving Remuneration*” on page B-10.)

An **Associate Member Organization** is entitled to newsletters and other designated reports or mailings (up to 10 copies of each) sent to one specified address. AMO status confers no right to vote, but the organization may send representatives to CPF meetings as nonvoting delegates. (National by-laws reference: “3.5 *Associate Member Organisation*” on page B-9)

**Distinguished Life Members** have the rights of voting members. (National by-laws reference: “3.4 *Distinguished Life Members*” on page B-9)

## The role of members

- support the goals and activities of CPF at all levels
- participate in decision-making (attending Annual General Meetings, electing leaders, providing input to priority-setting)
- provide information for the CPF network
- volunteer, donate, etc. according to their interests and abilities

# Membership Reference Section

The following information is provided in alphabetical order for ease of reference.

## Application for membership

Membership applications are available on CPF pamphlets, in the national and branch newsletters and on the CPF-BC & Yukon website at [www.cpf.bc.ca](http://www.cpf.bc.ca). Individuals and organizations can also join online at [www.cpf.ca](http://www.cpf.ca).

All applications for membership must be forwarded immediately to the CPF national office in Ottawa. An individual is not officially a member of CPF and will not appear on any membership/ mailing lists until his/her application has been processed by that office. (National by-laws reference: “3.2 Members” on page B-9)

Once a month the processed membership forms are returned to the branch office, which in turn forwards them to the local chapters. The received date is stamped on the form.



## Chapter affiliation

Each membership is assigned to one chapter. The applicant is asked to state his/her chapter affiliation on the membership form. This is used to prepare chapter membership lists and membership rebates.

## Confirmation of membership

Each member received from the national office a laminated membership card, giving the membership number and expiry date. The mailing label on the CPF national newsletter also provides this information.

## Membership form

Only the official CPF membership form may be used. See the latest edition of the national or branch newsletter for the current form. Please consult with the branch Chapter Program and Support Officer, if you wish to *add* anything to the form.

## Membership list

The official membership list is maintained by the CPF national office.

The CPF-BC & Yukon staff have access to the membership list in "real time" via the internet. At the beginning of every other month a list of current chapter members is e-mailed to your Chapter Representative in spreadsheet format. This allows your chapter to sort the list as required (by expiry date, last name, school, etc.) and to do mail merges (mailing labels, form letters). Should you require an up-to-date list at another time of the month (e.g., for your Annual General Meeting), contact the branch Chapter Program and Support Officer, giving several days' notice.

Any errors on the membership list should be reported immediately to the CPF-BC & Yukon Chapter Program and Support Officer. Contact the Chapter Program and Support Officer as well with any questions regarding the list.

## Membership rebates

80% of each membership fee<sup>3</sup> is returned to the local chapter, 10% goes to the CPF-BC & Yukon branch to support its activities, and 10% is retained by the national office to partially cover the costs of processing and maintaining the membership database.



Memberships remitted during each two-month period are calculated and the rebates (with a list of the relevant new/renewing members) sent to the branch. CPF-BC & Yukon then forwards to each chapter's bank account its share of the rebates.

Chapters which are in arrears with reporting requirements or which have fewer than 10 members in good standing will have their membership rebates withheld by CPF-BC & Yukon.

## New member welcome kit

Immediately after processing an application for a new membership, the national office sends to the household or AMO a thank-you letter, a membership card, the booklet "Helping Your Child Become Bilingual: A Toolkit for CPF Members," a CPF magnet, a resource order form, a list of membership benefits, contact information re the branch offices, a copy of the national newsletter and information on making donations to CPF National.

The information in the national welcome letter is of necessity general in nature. Chapters are urged to make personal contact with new members to make them feel welcome and involved, and to give them relevant local information (upcoming meetings and other activities, contact information, etc.)

## Number of members

A maximum of two adult persons or a household shall be deemed voting members where both names are provided to CPF. (National by-laws reference: "3.3 Voting Members" on page B-9) Where two names from one household are on file, both are included in any count of members.

Each Associate Member Organization is counted as 15 for the purpose of determining the size of CPF's membership.

---

3. including fees from any Associate Members Organizations affiliated with the chapter

## Renewal Membership Package

After processing a membership renewal, the national office sends to the household or AMO a letter of thanks, a new membership card, a CPF drink coaster, a resource order form, a list of membership benefits, and contact information re the branch offices.

## Renewal reminders

A renewal reminder and membership form are sent to each member household or AMO by the national office two months and again one month before the expiry date. If a renewal has not been received, a third reminder is sent approximately one month after the expiry date.

## Resignation of membership

A member may resign at any time by notifying the CPF national office. The resignation will take place immediately upon receipt by the national office. A member shall be deemed to have resigned from membership 90 days after the expiration of their membership. (National by-laws reference: “3.7 *Resignation of Membership*” on page B-10)

## Termination of membership

A member shall be deemed to have been withdrawn from membership when the member dies. A member shall be expelled for actions that are contrary to the goals or objectives of CPF upon a recorded 2/3 vote of the CPF national Board of Directors. (National by-laws reference: “3.6 *Termination of Membership*” on page B-10)