

August, 2006

Membership Campaign Kicks Off on September 1st! Help yourselves, your Children and your Chapter!

Dear CPF Chapters,

CPF-BC & Yukon Branch is pleased to announce the launch of our **2006** annual membership campaign and recruitment drive.

The campaign runs from September 1st, 2006 to November 30th, 2006.

WHAT'S IN IT FOR YOU?

GOOD NEWS!!!!

During the campaign, all chapters will receive a **full 90%** rebate on each one year membership, instead of the usual 80%! In other words, for every \$25 membership you sell to parents in your community, your chapter receives \$22.50 to spend on cultural events, summer camps, resources, film festivals, and anything else you can dream of to deepen your children's passion for French.

MORE GOOD NEWS!!!!

The top two chapters that bring in the greatest number of new or renewed **three-year memberships**, including Associate memberships, from September 1st to November 30th, will win **EITHER a full 100% rebate** on ALL MEMBERSHIPS SOLD, ALONG WITH A COPY OF THE EXTREMELY POPULAR Verbathon French Deluxe kit valued at **\$140.00** (www.verbathon.com), or the opportunity to have BC's only fully professional French theatre troupe – Théâtre la Seizième – come to your community to perform an elementary school production of its new play, valued at more than \$600!

Please note – The winning chapter will be calculated based on the largest increase in percentage of new and renewing three-year members in a given chapter in BC or the Yukon. Chapters must have a minimum of 10 new or renewed three-year memberships to be considered for either prize.

COULD IT POSSIBLY GET ANY BETTER THAN THIS?!!!!

To sweeten the pot further, try dangling this in front of your potential members: Anyone who has ever tried to get into the ever popular **BC Family French Camp** knows how quickly it sells out - usually within days of the opening of registration in January! This year, for the first time, new and renewing members will have a chance to win a **guaranteed spot** for one lucky family at the BC Family French Camp's location of their choice, in the program of their choice (applicable for the summer of 2007 camp season only). This fantastic prize will include the program fees (for up to two children) as well as the camping fees for one week of your choosing, up to a maximum value of **\$600**. To determine the winner, a random draw will take place early in 2007, giving you lots of time to plan for one of BC's most beloved family French camps. Anyone who purchases a new or renewed membership of **one or three years** between September 1st and November 30th will automatically be entered into a draw to win this incredible prize. Please see the BC Family French Camp website at www.bcffc.com for more information on the camps themselves. NB: The dates and details of next year's camps have yet to be confirmed. **(We would like to say a special thank you to BC Family French Camps for donating this incredible prize).**

THE BEST NEWS OF ALL!!!

From September 1st to November 30th only, **every three-year family or individual membership** purchased will be offered at a special **\$45** promotional rate. That's a savings of 25% to members and a great offer to entice new members to join your chapter or to renew their own membership. CPF's national office has agreed to waive the 10% they would normally collect and BC / Yukon branch is doing the same. **All Chapters will also get 90% back of every \$45 membership sold.**

Please note – In order to qualify for the \$45 special offer applications must be filled out on the special membership form (attached) and sent to the National office for processing. The form can also be found on our website on the Promotional Materials page.

SUCCESS IS ONLY A CLICK A WAY!

We're delighted to announce that to help you in this campaign, we've put together OUR NEW Canadian Parents for French-BC & Yukon Branch SURVIVAL GUIDE TO FRENCH KIT. AIMED SPECIFICALLY AT HELPING YOU REACH OUT TO NEW PARENTS IN EARLY AND LATE IMMERSION AND INTENSIVE FRENCH, THIS KIT, DOWNLOADABLE AT NO COST FROM OUR WEBSITE, CONTAINS ALL THE DOCUMENTS YOU'LL NEED TO CONVINCING PARENTS TO JOIN. IT INCLUDES:

1. Welcome letter Template (ready for you to personalize if you like!)
2. A membership application form
3. Top 10 Reasons to Get Active in CPF
4. Book Marks
5. Top 10 Resources to Get Your Kid Through the Year
6. Members Benefit! (list of all the great deals that CPF members can receive)
7. Help! How to Support Your Child in School

We hope you'll print off these documents, get them copied at a copier near you, compile them into kits and stuff them into kid's backpacks at the beginning of school. The promotional materials can be viewed and downloaded on-line at www.cpf.bc.ca . JUST DOUBLE CLICK ON THE "RECRUITMENT DRIVE" ICON ON OUR HOME PAGE, AND THEN CLICK AGAIN ON THE "CPF SURVIVAL TOOL KIT".

A FINAL WORD!

ATTACHED YOU'LL FIND CHAPTER LETTERHEAD, FUN-LOOKING TEMPLATES FOR MEETING NOTICES AND VOLUNTEER SIGN-UP SHEETS, AND OUR TRIED AND TRUE STRATEGIES FOR GETTING NEW MEMBERS. WE WISH YOU SUCCESS IN THIS YEAR'S DRIVE. GO FOR IT AND GOOD LUCK!!!