



Membership

Manual

A Guide for NDS Membership Recruitment

National Dairy Shrine members can be a very effective force in the recruitment of new memberships. All NDS members should be aware of the benefits of membership and the mission of National Dairy Shrine and be pleased that they paid their membership fee or were sponsored by others who paid their fees to fund NDS programs to enhance the dairy industry.

Membership fees have been the lifeblood of NDS since 1949 and form the basis for operating funds for ALL of the activities of National Dairy Shrine.

In the early years every NDS member considered it their duty to recruit new members and make sure that the National Dairy Shrine was well known in every dairy organization, college, board room or dairy farm. The need to utilize that grass roots membership activism is still very important today to allow NDS to remain a vibrant organization.

To promote membership recruitment this manual has been developed to aid every individual in soliciting new members.

The easy steps to successful membership recruitment include:

1. Knowing the NDS Mission goals and benefits that National Dairy Shrine provides.

National Dairy Shrine Mission

1. To Honor Past and Present Leaders of the Dairy Industry
2. To Inspire Future Dairy Leaders with scholarships & educational encouragements
3. To Record the Significant Events and Achievements in the Dairy Industry
4. To Operate a Museum to display the History of the Dairy Industry, Educate all Visitors and, showcase the National Dairy Hall of Fame.
5. To Promote the Image of the Dairy Industry

Benefits of Membership in National Dairy Shrine

Your lifetime membership in National Dairy Shrine includes the following:

- A. A distinctive membership certificate for your home or office.
- B. Attractive silver tone lapel pin or charm/pendant which publicly signifies your lifetime support of National Dairy Shrine and its' mission.
- C. A newsletter, The Chronicle, that keeps you informed of National Dairy Shrine programs, activities and events.
- D. Knowledge that your membership fee goes directly to programs that benefit the dairy industry now & in the future. This includes over \$65,000 annually for scholarships and awards and support for a dairy museum and National Dairy Hall of Fame in Fort Atkinson, Wisconsin.
- E. An opportunity to network with other dairy enthusiasts through the NDS Face Book page and at dairy events like the NDS Annual Recognition Banquet.
- F. NDS Membership allows you to serve on award or scholarship selection committees or even the NDS Board of Directors
- G. Your membership shows your pride and support for the dairy industry and makes you part of a very respected & honored group that serves as the backbone of a vibrant dairy industry.

2. Targeting individuals to become members, whenever you attend any dairy event, meeting, gathering or company function.

- A. **Make sure you wear your membership pin or pendant to every meeting** as it creates an easy opportunity for you to visit about National Dairy Shrine with all you meet.
- B. Develop a commitment to approach others at every dairy event about joining NDS.
- C. Make a list of people you know that should be members and follow up to see if they are members or need to be enrolled.
- D. Utilize your connections to convince co-workers to become members (Often companies will allow NDS membership to be expensed for company expenses)
- E. Convince dairy organization leaders that supporting NDS through membership is important and this information should be a part of every new employee orientation.
- F. Invite non members to the NDS Annual Recognition Banquet or have them visit the NDS Museum as these events really bring the mission of NDS alive.
- G. Challenge others to membership drives within or between companies or organizations you are part of.

3. A personal appeal to people you know, has always been the most effective way of recruiting new members.

- A. Friends, relatives, co-workers and dairy industry colleagues are easier to approach than strangers.
- B. As a dairy instructor, mentor or teacher, make sure your students, associates and colleagues are aware of NDS.
- C. Make sure that your college has instructors that promote NDS to their students or that the dairy organizations you belong to provide information on NDS to their members.
- D. Have a membership enrollment form available when you attend an event to visually show the areas you are mentioning & give them a copy.
- E. However Do Not just hand out membership enrollment forms but visit about NDS personally and relate a story of someone you know who has been recognized or aided by NDS in some way.
- F. Advise potential new members to visit the NDS website www.dairyshrine.org to find more information and even download a membership form.
- G. Remind any potential member that they can enroll on line if they prefer that method.
- H. Provide the names of other NDS members to visit with about NDS. The dairy sector membership chairperson listing is available on the NDS website and in this manual.
- I. After a visit follow up a few weeks later to make sure that they have considered sending in their membership enrollment or if they have more questions.
- J. Do not become overly aggressive in recruitment but friendly reminders can be effective over time.
- K. Offer to assist them with filling out an application form (available from the website) and mail the completed form for them. Completing the enrollment form on the spot is the single most effective method...It does not let the form get buried under a large to do list.

Visiting with a friend or even a stranger your approach is as a NDS salesperson. Listen to the conversation, let them talk and learn about their interest and passion for dairy. Then follow their lead in interest in dairy. If they have children or grand children begin by talking about scholarships. If they like history/antiques lead then into a discussion about the NDS Museum and follow up. **As an example:** Wow those kids of yours are growing up so fast. It will be no time until they are ready for college. Had you heard about all of the Scholarships that NDS offers.....then ask for their support.

4. Utilize NDS membership sponsorship to honor dairy individuals or friends.

- A. Consider giving an NDS membership to deserving 4-H or FFA students in recognition of their achievements at events, contests, or school.
- B. Consider sponsoring elite graduating seniors from your college or university with a NDS membership and make sure they realize the importance of NDS.
- C. Give the gift of a membership to someone as a Birthday/Christmas present
- D. Give the gift of membership to someone graduating from High School.
- E. Give the gift of membership as a wedding or anniversary present.
- F. Give the gift of membership to someone special you admire who has been recognized by one of the organizations you belong to.
- G. Give the gift of membership to someone who has helped in a significant project and does not want any financial re-imbusement.
- H. Sponsor a dairy leader in your community with an NDS membership and make them aware of the organization

5. Take advantage of the information tools and advise available from the National Office or NDS Board Members.

- A. Membership enrollment brochures can be downloaded from the website or provided by the national office.
- B. The national office staff or NDS board members are excellent sources of information if you need help in answering any questions.
- C. The national office may have available other marketing tools or adds for you to use in local publications or newsletters
- D. The national office is willing to help you develop networks of NDS supporters for you to utilize as councilors, facilitators or sounding boards.
- E. NDS does honor the top NDS membership recruiters every year with the Marvin Kruse Membership Award at the Annual Banquet and the top individuals name is engraved on a plaque at the NDS Museum.

6. Be an advocate for the Future of National Dairy Shrine by promoting the organization, recruiting new members and encouraging everyone to become involved in the programs or opportunities National Dairy Shrine provides.

Membership Chairperson Information

Please feel free to contact any of these dairy industry sector membership chairpersons to obtain more information on how you can become involved in the many activities and opportunities sponsored by National Dairy Shrine

<u>Dairy Sector</u>	<u>Chairperson</u>	<u>Mailing Address</u>
<u>College Alumni or Students</u>		
Minnesota	Les Hansen	265-F Haecker Hall 1364 Eckles Avenue St Paul, MN 55108
Penn State	Dale Olver	324 Henning Bldg University park, PA 16802
Iowa State	Leo Timms	123 Kildee Hall Ames. IA 50011
Kentucky	George Heersche	Animal Sciences Dept University of Kentucky Lexington, KY 40545
<u>Scientists / Educators</u>	Volunteers Needed	
<u>DHIA / Records Processing</u>	Volunteers Needed	
<u>Milking / Dairy Equipment</u>	Volunteers Needed	
<u>Dairy Media</u>	Michelle Ruby	3637 SW Spring Garden Court Portland, OR 97280
	Connie Gritton Winter	14392 W Blair Road Winslow. IL 61089
<u>Dairy Processing / Manufacturing</u>	Volunteers Needed	
<u>Milk Marketing</u>	Volunteers Needed	
<u>Dairy Animal Nutrition</u>	Volunteers Needed	
<u>Dairy Health & Pharmaceuticals</u>	Volunteers Needed	
<u>Dairy Breeding / A.I.</u>	Volunteers Needed	
<u>Dairy Veterinarians / ET</u>	Volunteers Needed	
<u>Dairy Financial Consultants</u>	Volunteers Needed	
<u>Ayrshire Breed</u>	Mary Creek	18811 Wagaman Road Hagerstown, MD 21740
<u>Brown Swiss Breed</u>	Roger Neitzel	800 Pleasant Street Beloit, WI 53511

Guernsey Breed

Bonnie Ayars

4381 Rosedale Road
Mechanicsburg, OH 43044

Donald Peterson

7293 State Hwy 33
Cashton, WI 54619

Holstein Breed

David Pierson

69631 350th Avenue
Lake City, MN 55041

Jersey Breed

Erick Metzger

6486 East Main Street
Reynoldsburg, OH 43068

Maggie Murphy Roffey

277 NW Little Cat Road
Madison, FL 32340

Milking Shorthorn

Volunteers Needed

Red & White Breed

Volunteers Needed

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