

## Each One Reach One: ASCCA Membership Drive 2016

As a member of ASCCA, you understand the importance of strength in numbers. It's what helps ASCCA achieve its core purpose of elevating and uniting automotive professionals, and giving them voice.

Each year, thousands of new bills are introduced in Sacramento, many of which will impact small business owners. Thanks in large part to members like you, we've helped forge important relationships with state policymakers, regulators, and other industry professionals. Leveraging these relationships, ASCCA has been able to weigh in on important legislative discussions in Sacramento that would directly affect your business and your bottom line. But we still need your help!

Across the state, there are new or existing auto shops who have not yet joined ASCCA. Perhaps they aren't aware of all of the benefits of joining, such as TeamTalk, vendor discounts, educational meetings, or the opportunity to engage in political advocacy. We must work to reach as many of these shops as we can.

That is where you and our ***Each One Reach One*** campaign and contest comes in. ASCCA has made recruiting 100 new ASCCA members one of its top 2016 membership priorities. To achieve that goal, we have put together materials that individual members can utilize to help recruit new members, and each member who does will be entered into a drawing that will be held at the 2016 December Team Weekend.

Visit the ASCCA Member Resources [webpage](#), where you will find more information and can download the following documents:

- A flyer describing the membership drive contest and rules
- A flyer describing the benefits of recruiting new members to our organization
- A membership retention postcard that can be customized and handed out at chapter meetings
- A telematics flyer with a link to the telematics landing page on the ASCCA website
- A mentorship letter for chapter reps to use in order to seek volunteers to mentor their members

Together, we can grow our membership and strengthen the voice of automotive professionals across California!