

**American Association of Professional Farriers Inc.
International Association of Professional Farriers Inc.**

Membership Program *(of Membership Development Committee)*

Guidelines and Standard Operating Procedures



UPDATED March 7, 2017

**MEMBERSHIP PROGRAM OF MEMBERSHIP DEVELOPMENT COMMITTEE
GUIDELINES & STANDARD OPERATING PROCEDURES**

1. Purpose

- a. Develop, support and promote a membership program for the associations (AAPF/IAPF).

2. Scope

- a. Recruit and renew farriers as members of the associations who reside in the United States, Canada and all other foreign countries.
- b. Use the membership categories established in the Bylaws of the association to create and enhance membership benefits for all members of the association.

3. Baselines

- a. The categories of membership shall be:

- (1) REGULAR MEMBER – Regular Members shall be Farriers or Veterinarians who have paid dues as prescribed in Article III of the Bylaws, Regular Members shall have full voting rights, may hold office and shall receive full membership benefits as determined by the Board of Directors.
- (2) ASSOCIATE MEMBER – Associate Members shall be all other interested individuals, who have paid dues as prescribed in Article III of the Bylaws. Associate Members shall not have voting rights and may not hold office. However they shall receive membership benefits as determined by the Board of Directors.
- (3) REGULAR LIFE MEMBER – Regular Life Members shall be Regular Members who have paid a one-time payment of dues as prescribed in Article III of the Bylaws. Their voting rights, opportunity to hold office and membership benefits shall be the same as Regular Members.
- (4) ASSOCIATE LIFE MEMBER – Associate Life Members shall be Associate Members who have paid a one-time payment of dues as prescribed in Article III of the Bylaws. Associate Life Members shall not have voting rights and may not hold office. However, they shall receive membership benefits as determined by the Board of Directors.
- (5) REGULAR & ASSOCIATE FOUNDING MEMBER – Regular & Associate Founding Membership shall be limited to 30 individuals who have paid dues as prescribed in Article III of the Bylaws. Their voting rights, opportunity to hold office and membership benefits shall be the same as Regular or Associate Members. The cost of “Founding Membership” shall be ½ of the cost of Regular or Associate Membership with a 10-year term. The membership fee shall be paid as a lump sum for the 10-year period.
- (6) STUDENT MEMBER - Student Member shall be either a currently enrolled farrier or veterinary school student or graduate within the past twelve (12) months, who

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have paid dues as prescribed in Article III of the Bylaws. Student Members shall not have voting rights and may not hold office. However, they shall receive membership benefits as determined by the Board of Directors. A special two-year Student membership shall be offered for students graduating from farrier or vet schools where the school owner or instructor is an AAPF/IAPF Regular or Associate member.

- (7) HONORARY MEMBER – Honorary Members may be any individual, company or organization nominated by a member in good standing and approved by a majority vote of the Board of Directors. Honorary Members shall pay no dues, have no voting rights and may not hold office. They shall receive membership benefits as determined by the Board of Directors.
- (8) ALLIANCE MEMBERS – Alliance Members consist of corporations, organizations, associations and other groups in good standing in a state, region or locality; educational institutions offering equine and/or farrier related programs; or other organizations approved by the Board of Directors. Alliance Members shall have no voting rights and may not hold office. Categories and requirements of Alliance Members shall include:
- a. Recognized Associations, where the national breed or discipline has competition rules;
 - b. National Associations, where equine-related groups or individuals have formed a national association or organization;
 - c. State/Regional Associations where equine-related groups or individuals have formed an association in a State or region; or
 - d. Educational, where educational institutions, colleges or schools offer farrier and/or equine-related programs.

4. Definitions

- a. **Cost of Annual Membership:** The cost of membership (Regular, Associate or Student) shall be annually established by the Board of Directors.
- b. **Benefits of Membership:** Upon recommendation of the Membership Development Committee, the Board of Directors shall establish a list of membership benefits. Benefits may include product or service discounts, subscriptions, etc. This list shall also be reviewed and approved annually by the Board of Directors.
- c. **Membership Recruitment:** The lifeblood of the association is membership. The association shall always be seeking to find new members. The association shall have a table or booth at as many farrier, veterinarian, and horse owner events as financially possible. Goals for number of new members shall be established annually by the Board of Directors.
- d. **Membership Retention:** The association shall work to have all members renew their membership. Goals for percentage of membership retention shall be established annually by the Board of Directors.

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- e. **Membership Brochure:** The association shall annually produce a brochure which describes the association, including the goals of the association, member benefits, and programming of the association.

5. Membership Recruiting

- a. The association shall recognize all current members as goodwill ambassadors and challenge them to recruit new members for the association.

6. Membership Retention

- a. The Membership Development Committee shall solicit the assistance of all members, including the Board of Directors, in the implementation of a membership retention plan.

- b. A schedule of reaching out to the membership shall be established and include:

- i. At three to four months of membership a phone call (Call # 1) from either the Membership Development Committee, Board of Directors or other member shall be made. The purpose of this call shall be to confirm that the new member is receiving their subscription to the publications included in their membership benefits, has received their membership card, list of member benefits, and has begun the process of earning Continuing Education (CE) credits for the events which they have attended. In addition, the caller should review how the member can view the CE credits being recorded and how this information can be reviewed by the farrier's clients.
- ii. At 12 months of membership, a phone call (Call # 2) from either the Membership Development Committee, Board of Directors, staff, or other members shall be made. A script for this call is provided below.
- iii. Information learned through all calls should be reported to the Chairman of the Membership Development Committee. A monthly report of said calls should be compiled by the Chairman and shared with the Board of Directors. If an action item is learned through the calls, this information should be shared immediately with the Chairman, the President and the Executive Director.

iv. Schedule of Mailing of Invoices and Calling of Membership

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Email Invoice	Mail Invoice	Member Due Call from Membership Committee		Mail FINAL Invoice	Drop Unpaid Members

v. Script for Calls

1. Call # 1 (3 – 4 months of membership):

- a. Have you received your new member package, which includes your membership card and identification of membership benefits?

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- b. Have you started earning AAPF Continuing Education (CE) credits?
 - i. If yes, do you know how many you have earned?
 - ii. Do you know how to find how many you have earned?
 - iii. Have you watched webinars and listened to podcasts which are listed on our website?
- c. Have you visited the AAPF/IAPF website?
 - i. Have you logged onto the member only section?
 - ii. Do you need your username and/or password?
- d. Have you received your subscription to the *American Farriers Journal*?
- e. Do you have suggestions for improving YOUR association?

2. Call # 2 (11 - 12 months of membership):

- a. Personal dialogue
- b. What are your plans regarding renewing your AAPF/IAPF membership
- c. If renewing, will you be sending in a check or do you wish to pay with a credit card?
 - i. If check, do you need mailing address?
 - 1. AAPF, PO Box 223661, West Palm Beach, FL 33422
 - ii. If credit card, can I take that information now?
 - 1. CC #
 - 2. Expiration Date
 - 3. Security Code (3 or 4 digits)
 - 4. Is billing address for credit card the same address as we have for your mailing?
 - a. If not, what is billing address for CC?
- d. If not renewing, can I ask why?
 - i. Costs?
 - ii. Lack of value (Little or no return on investment)?
 - iii. Lack of interest in association?
 - iv. No time to participate?
 - v. Other

7. New Membership Application

- a. A new membership application shall be created by the Membership Development Committee and made available to the current membership, associate members, and through locations which would allow potential members to join the association. Information included on said application shall include:
 - i. New Member or Renew Member?
 - ii. First Name
 - iii. Middle Initial
 - iv. Last Name
 - v. Gender
 - vi. Suffix (Sr., Jr., II, III)
 - vii. Date of Birth

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- viii.** Spouse's First Name
- ix.** E-mail Address
- x.** Website Username
- xi.** Website Address
- xii.** T-Shirt Size (Adult Sizes)
- xiii.** Home Address
- xiv.** Home City
- xv.** Home State/Province
- xvi.** Home Zip/Postal Code
- xvii.** Preferred Phone
- xviii.** Home Phone
- xix.** Business Name
- xx.** Business Address
- xxi.** Business City
- xxii.** Business State/Province
- xxiii.** Business Zip/Postal Code
- xxiv.** Business Phone
- xxv.** Fax
- xxvi.** Your Profession (Farrier/Veterinarian/Supplier/Other)
- xxvii.** Certifications from Other Associations
- xxviii.** Year Started as a Farrier or Veterinarian
- xxix.** Status (Full Time/Part Time/Student/Retired)
- xxx.** Referred to AAPF by
- xxxi.** Farrier/Vet School Graduate of
- xxxii.** Year of Graduation
- xxxiii.** If Current Student, Date of Graduation
- xxxiv.** Disciplines / Specialties
- xxxv.** Levels of Membership
- xxxvi.** Credit Card Information