

COA New Membership Challenge



Maybe it's time to think "outside the box." Time to create new ways to recruit new COA members.

C.L.A.M. (Committee Looking Ahead [for] Members) was formed at our 2021 Annual Convention. We were tasked to come up with new ways to attract members. To that end, we are announcing our **First Annual New Membership Challenge**. Starting September 1, 2021, and running until May 1, 2022, the shell club which brings in the most new members will receive a \$150 cash prize to be presented at the 2022 COA Convention in Galveston, TX.

Do you know a child who is interested in shells? Give them a membership. Even if they are a little too young to understand, perhaps their parents will also become interested. Do you have a friend or relative who loves shells and is impossible to buy a gift for? Give that person a birthday, Christmas, Christmas-in-July gift of an annual COA membership. An appropriate card will be included with a gift notation. Does your club have monthly raffles? Raffle an annual COA Membership.

A new Membership Application form is included in the September 2021 issue of *American Conchologist*. Additional forms can be obtained from the membership director, Linda Powers (linda.powers1@gmail.com). If your club decides to participate in the **Challenge**, assign a membership chairperson, complete the membership form as indicated, and batch your new memberships to Linda monthly.

In addition to the **Challenge**, every junior exhibitor in a local shell show sponsored by COA will receive a new COA annual membership.

Last but not least, COA will provide a shell club with up to two free annual COA memberships to promising student winners of science fairs, local club scholarship winners, etc. A club may, of course, choose to sponsor more COA memberships paid for by the club. These student winners must be verified by a teacher or sponsor. Memberships paid for by COA do not qualify for the **Challenge**.

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C.L.A.M.


Karlynn Morgan, President
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