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.

Steven Coker, José Leal, Harry Lee, Everett Long, Linda Powers
C.L.A.M.

Karlynn Morgan, President
Conchologists of America