

TIPS FOR USING THE AOTA M2M TOOLKIT

Welcome to the AOTA Member-to-Member campaign!

As President Penny Moyers Cleveland mentioned in her letter, we need your help. Every AOTA member needs to seek out colleagues who are not current members and strongly encourage them to join AOTA today.

The M2M Toolkit on this site will help you encourage your friends and colleagues—OTs, OTAs, and students—to become part of their professional association.

Becoming a member is easy and is now also available in budget-friendly **Easy Pay Option** monthly credit card payments for Occupational Therapy (OT) and Occupational Therapy Assistant (OTA) applicants. Just direct your colleagues to www.aota.org or have them call 1-800-SAY-AOTA.

Toolkit materials include the following:

➤ For Current Members

Talking Points—help you initiate conversations and speak to the needs of OT professionals.

Two PowerPoint Presentations—important information about AOTA efforts; one presentation was created for fieldwork students.

Contact List—contact information for AOTA to follow up with prospective members. Please complete the information and email it to m2m@aota.org.

➤ For Prospective Members

Membership Applications with Priority Code **M2M09**.

Flyer coded **M2M09** that offers new members the chance to win a \$300 VISA gift card.

*The membership applications and prize offer flyers are coded **M2M09**. All new members who submit a printed application with the **M2M09** code, or who join online and enter the code when prompted, will enter their names into a drawing to win a \$300 VISA gift card. **To be eligible for the \$300 gift card, applications must be received no later than March 1, 2009. The winner will be announced on March 15th.**

The important challenges ahead of us can be addressed only by working together, which is what our AOTA professional community is all about. If ever there was a time to put our collective power to work, it is now!

Thank you!