



## Slow Food USA's September Membership Drive

In the next few weeks, thousands of people will hear about Slow Food USA and the movement we're building through the Time for Lunch campaign. Many of them will be new to our work. To reach out to those people, build our base of supporters and ensure our ability to show decision makers that this is a real movement for change, Slow Food USA is launching a membership drive in the month of September.

Our goal is to recruit 2,000 new members. To reach that goal, we need your help.

**In the month of September, any first-time gift to Slow Food USA will make you a member.** This is a special offer. We're making it because growing the movement is our priority right now, and because we greatly appreciate all levels of support. This drive is focused on bringing in new members, but the offer extends to people whose membership has lapsed in the last six months, and the national office will be sending them an email to renew. We are asking current and recently lapsed members to continue their memberships at the \$60 level, as their support at this level is critical to sustaining our programs.

### How you can help

**Starting Sept. 1, the best way you can help is by asking people to join.** The most common reason people cite for why they don't give to a cause is that they haven't been asked. Here are ways to make that ask:

- Encourage your friends and family to join, and to spread the word to people they know. If you are a chapter leader, tell the non-members on your mailing list. Before Sept. 1, we will send out a sample email you can use.
- At your Eat-In, take a minute to encourage everyone to join the movement by becoming a member of Slow Food USA. Be clear, make the ask, and tell them how to do it: either by completing the pledge form (page 3), or by signing up online at: <http://www.slowfoodusa.org/growthmovement>. If you have a wireless connection at your Eat-In location, bring a laptop and sign people up on the spot.
- We will be mailing you membership postcards that announce the September offer. Pass out these postcards, along with pledge forms, wherever you are gathering petition signatures: at the entrance to your Eat-in, at the table or with volunteers walking around with clipboards. At the end of the Eat-In, gather pledge forms and mail or fax them to the national office. Using the pledge



forms captures the energy of the moment without requiring people to write down their credit card information or remember to mail the form to our office. To be most effective, we recommend you distribute both the postcards and the pledge forms—and don't forget to make the ask.

- Make sure to get the email addresses of everyone who attends your Eat-In, whether it's on the petition or on email sign-up sheets. A day or two later, write everyone a "follow-up email," thanking them and explaining the next steps for getting more deeply involved in our work. Include "Become a member of Slow Food USA, if you aren't already" as one of the options.
- If you are a chapter leader, ask people to join Slow Food at other chapter events in September. This drive extends throughout the month, and the most effective way to ask is in person.

## Key messages

When you're making the ask, it's important to be clear about these key messages:

- Your membership grows our grassroots movement. We're up against powerful industry special interests, and we need to show decision makers that we represent a real movement for change.
- Becoming a member supports an organization whose work you believe in, connects you to both a local community and an international movement of people who share those beliefs, and allows us to continue the push for food and agriculture policy that protects children's health.
- This September, any donation will make you a member of Slow Food USA.
- Membership is typically \$60. A gift at the \$50 or \$60 level will allow us to continue the work we've started here, but if you can't give at that level, any gift is appreciated. And please consider giving more than \$60 if you can! [Note: people often give what they're asked to give, so please ask them to give at the \$50-\$60 level (or more).]



# NATIONAL DAY OF ACTION

to get **REAL FOOD** in schools · Labor Day, Sept. 7, 2009

A SLOW FOOD USA CAMPAIGN

**GROW THE MOVEMENT – JOIN US TODAY!**

**In September, first-time donations of any size will make you a Slow Food USA member.** Provide us with your information, and we'll contact you after the Eat-In to secure your payment details. Thank you for helping us to get real food into schools. **Don't forget to sign the petition!**

First Name:

Last Name:

Email:

Phone: (  )

DONATION: \$



Slow Food® USA



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