

Sample Calling Script

**Please see last page for instructions on sorting your alpha roster to view those members who have yet to renew.*

Greetings:

- Be sure to introduce yourself with your title and the constituent/component you represent if applicable.

Introduction:

- I am calling today to follow up on your ADHA (*you may want to customize with state/local association*) membership. Our records indicate that you have not yet renewed your membership for 2018
- We as an organization strongly appreciate and value your membership—one which has greatly contributed to the support and betterment of all dental hygienists. I'd like to ask you a few brief questions at this time.

Initial Questions:

- *Have you received a renewal form for 2018 in the mail?*
*** Please verify address with any member who says they have not received their renewal and check against the provided roster***

If they HAVE NOT received renewal

- ANS: Have you been receiving your Access magazine in mail recently?

If they have NOT received Access

- Would you like me have back issues of Access you may have missed mailed out to you?

If they HAVE received Access

- ANS: I am sorry to hear you have not received your renewal notice for this year. I will follow up with Member Engagement to get this issue resolved.

If they HAVE received their renewal

- Are you planning on renewing your membership for 2018?

Follow up Statement:

- Good news, at this point your membership still remains active; however, your membership is set to drop/lapse on February 14, 2018

Personal Conversation:

- Engage in personal conversation through your own personal experiences, events and accomplishments in your area.
- Also, please use specific state/local examples and the benefits listed below to attest to the benefit and experience in being a part of the association.

Closing:

- We encourage you to attend the local programs being held in the (constituent/component) event taking place on _____.
- Again, thank you for supporting our profession by being a member of ADHA (***may customize with state association***).
- We hope to see you at the 95th Annual Conference being held in Columbus, OH June 20-25, 2018.

Sample Talking Points

- It is important that we retain each and every member. Every member plays a vital role in further empowering, developing, and supporting the future of the dental hygiene profession. Remember, we are better together!
- As an active member, you get direct guidance on bachelors and masters degrees programs and ways to expand beyond clinical practice. You can find out about ways to supplement your clinical practice hours when the economy slows. You learn about

ergonomic equipment and practice techniques that take better care of your health.

- We are here for you in so many ways. The ability to purchase professional liability and personal insurance products at competitive group rates. Discount on hotel and car rentals. Answers to your questions on techniques and even in-practice conflicts. Advocacy and representation at federal and state levels. Continuing education you can trust and afford. Powerful networking and community support opportunities through local components and the Annual Conference.
- As an ADHA member, you will never fall behind in the profession. In fact, the more you get involved and use your benefits, the more you will succeed and reap the benefits of being associated with others in your profession.

Networking

- Membership in the association provides an invaluable networking opportunity for hygienists'
- Members are welcomed to attend sessions at all three levels of membership
 - National – offers networking through the Annual Conference.
 - State levels – provide annual meetings and conventions
 - Local levels – provide meetings and events
- As part of your dues, you become a member of your state Constituent and local Component organizations. These groups sponsor meetings and activities for your personal and professional benefit. By attending local, state and national membership functions, you have the opportunity to form new friendships and develop professional contacts.

Advocacy

- ADHA's Governmental Affairs Division works with state constituent associations to advocate for issues that are important to you as a dental hygiene professional -- your license, your scope of practice, patient access to care, water fluoridation, and many others.
- The Governmental Affairs Division works to promote the interests of dental hygienists through federal and state policy efforts. The advocacy arena enables ADHA and state associations to work in collaboration with other organizations concerned with oral health to affect policy changes that improve the delivery of oral health care services and further develop the dental hygiene practice.

Some of the more tangible benefits;

ADHA Career Resource Center

- ADHA's tool to help guide hygienists into a career that fits their own personal needs. At www.adha.org hygienists are able to search through job postings and qualification requirements across the United States. Another way ADHA is further empowering members to designate a career that is most suitable to personal needs.

Further Employment Assistance

- ADHA is your professional partner supplying you with information on state licensing authorities and accredited dental hygiene programs. Resume writing and contracts are made easy with sample resume and contract templates all available on the member resources section of www.adha.org.

Journal of Dental Hygiene

- The ***Journal of Dental Hygiene (JDH)***, dental hygiene's premier research publication, provides original research conducted and presented by the best-known dental hygienists in the profession. *JDH* is a peer-reviewed, scientific journal published on a quarterly

basis. In 2004, *JDH* was converted to an online-only publication, available on a password-protected secure server only to ADHA members and *JDH* subscribers.

Access

- **Access magazine** covers key dental hygiene issues in trend pieces that provide a balanced examination of all sides, while presenting dental hygiene's and ADHA's positions, and advocating on behalf of the profession. The magazine also maintains a strong focus on federal and state developments and provides readers with the latest in clinical topics.
- With publications like *Access* and *JDH*, our support for research, and all our work to establish educational and professional standards, [ADHA is driving the future of the dental hygiene profession, and we're taking you with us.](#) We need you as an Active member, so that our increased numbers will prove that ADHA is a force to reckon with when we work with legislators and other associations on issues important to the future of the profession – and important to your career.

ADHA Online

- www.adha.org offers a wealth of resources and information available exclusively to members (see below) as well as information available to dental hygienists and other audiences, such as consumers, other health professionals, legislators, and the news media. Some of the topics covered are oral health, education, governmental affairs, public health, ADHA news, industry news and event news, such as ADHA's annual session and Center for Lifelong Learning.
- ADHA members have access to a members-only website with exclusive access to membership benefits and a social networking platform that better reflects the basis on which our society communicates in this day and age. Here you can create and expand your public profile, enroll in annual and quarterly automatic

payment plans (or just make a one-time payment, if preferred), connect with friends and colleagues, and much more!

Security

- Through membership, you will help to secure a future for dental hygiene. ADHA is working to protect the value of your educational credentials and to preserve the integrity of your license. Only through uniting in one voice can ADHA continue to represent hygienists effectively.

Recognition

- You can make contributions to your community's oral health standards through professional activities with your state and local associations. Professional membership builds an identity for you and the dental hygiene profession.

Continuing Education

- Current members receive free and discounted continuing education through online courses, self-study courses through the Journal of Dental Hygiene, the Annual Conference as well as constituent and component continuing education functions.

Leadership Opportunities

- Becoming active in ADHA provides you with the opportunity to acquire and develop new skills and interests.

Institute for Oral Health

- Members may apply for scholarships and research grants through ADHA's Institute for Oral Health (IOH). The IOH encourages and promotes professional excellence through scholarships and quality research in collaboration with ADHA.

Discounts

- When you use the discounts available to you as a member, you even earn back your membership dues, adding up savings like these:
- Membership provides you with the opportunity to apply for professional liability, disability, affordable group professional and personal insurance as well as life insurance at competitive rates.
- As an ADHA member, you are entitled to apply for auto insurance, through Geico, at a discounted rate.
- ADHA makes it easy for members to take advantage of rest and relaxation with discounts on hotel rates at over 150,000 hotels across the world.
- Free discount pharmacy card, worth 55% savings on generic drugs, 15% on brands
- Discounts on scrubs and uniforms from Lydia's Uniforms

Downloading and Sorting Your Non-renewed Member List

Alpha rosters have a column marked "Paid Thru". Anytime throughout each renewal cycle, you can see your non-renewed members by sorting this column. Please use your most recent roster to sort and show your members on the winter cycle that have not yet renewed with an expiration date of 12/31/2017.

For an updated non-renewed list please log into your members only page and click on the reports tab. You can download the report into an excel file by clicking the Microsoft excel logo located in the top right corner above the roster report.

To **sort** your report after you download it to show your non-renewed members;

1. First click on the column that says "Paid Thru". This column will show ##### - just expand to show the expiration dates.
2. Highlight the column and select "sort & filter", then select "sort oldest to newest"- a box will appear with "do you want to expand" hit sort. All members with an expiration date of 12/31/2017 should now appear at the top. These members that have yet to renew and will be dropped on 2/14/2018.
3. To make it easier, we suggest copying and pasting this group of members into a new spreadsheet.
4. To sort by components – Select/highlight the component column and hit the "sort & filter" button at the top of Excel.
5. Your components can do the same process with their Alpha Roster.