

**August 2007**

Published for TGMI teams

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## New Features for Initiative Insider

With this issue, we are introducing some new features and departments: Caught in the Act, 15 Minutes of Fame and Superhero. We hope these features will make the Insider more interactive and more fun.

## Ask the Expert

This summer, the ADA sent a series of direct mail communications to 2007 dental school graduates and other target markets. These brochures were designed to persuade recent grads to join the ADA. Initiative Insider spoke with the ADA's Chris Mitchell, manager, membership marketing, who created the brochures, about his strategic thinking. We also spoke with Michele Bresler, TGMI manager, about how dental societies might follow up with their constituents.

## Q & A with Chris Mitchell

**Q:** What is the strategic thinking behind these brochures?

**A:** The ADA has been using this marketing strategy for a number of years. We make contact with students near the end of their senior year, find out where they are going and what they are doing, get updated contact information and make them aware of their membership options after graduation. It's really important that we stay in touch with these new dentists right after graduation—even if they're going to take some time off.

**Q:** What's new this year?

**A:** This year, we found a way to incorporate a two-page membership application into the design. Last year, with a one-page application, state societies had to follow up with the graduates to obtain additional information to complete the application process.

**Q:** How do the state dental societies find out about new graduates' plans?

## Six-Second Survey

What is the most common question you are asked by nonmember dentists?

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## A Picture Speaks a Thousand Words Photo Section(s)—NEW!

**Caught in the Act**—send us a photo of a TGMI volunteer and/or a dental society staff member caught in the act of a successful membership recruitment or retention activity. Meanwhile, the TGMI paparazzi will be on the lookout, so beware—you might be caught in the act!

**15 Minutes of Fame** – Photo feature of a volunteer or staff member winning an award or being honored in some way. Send photos to Margaret Barry at [barryma@ada.org](mailto:barryma@ada.org). Each person who submits a photo will win a prize!

## Superhero-NEW!

**A:** Staff from the ADA Office of Student Affairs send out a monthly e-mail to the membership department of each state which gives the post-graduation practice plan and mailing address for each new graduate who has provided the information. The first one—with information on more than 900 new grads—was mailed on June 6.

**Q & A with Michele Bresler, a TGMI manager responsible for helping dental societies in 14 states. She has been a TGMI manager for more than 10 years.**



**Q:** Michele, what would be an ideal strategy for follow up?

**A:** TGMI team members could contact recent dental school graduates to congratulate them on their graduation and welcome them to the ADA. If there is an upcoming dental society event, current members could invite prospective members to join them as the society's guest. At the meeting, it would be helpful if there were "greeters" at the door to welcome everyone—especially the new folks. A special name tag could be used to identify newcomers so that staff and TGMI volunteer leaders can introduce themselves.

**Q:** Any other ideas for reaching out to prospective members at the meetings themselves?

**A:** Instead of a head table at the meeting, officers and leaders could be stationed at various tables to involve everyone at the table in conversation. The "emcee," or meeting host, could introduce all guests, with a little "backgrounder" on each person.

### **Caught in the Act-NEW!**

Maryland State Dental Association has been offering members and nonmembers Clinical Discovery Tours for a number of years. The Clinical Discovery Tour is a great recruiting tool, as a tour of a member's office that showcases a technological advance, is very popular with dentists. Below are photos from a recent tour:

*Profile of a dental society staff member or TGMI volunteer. Who is a superhero in your office? Who recruits the most members? Wears 10 hats and does the work of several people? You tell us. We'll profile him or her in the next issue of the Insider. Call Margaret Barry, 312-440-2710 or e-mail her at [barryma@ada.org](mailto:barryma@ada.org).*

### **JADA and ADA News Win Awards**

Out of nearly 1,100 entries, the Society of National Association Publications (SNAP) has honored ADA publications with three awards for general excellence. Among scholarly journals, *The Journal of the American Dental Association* received two Gold Awards for excellence in design and for cover illustrations. The ADA News won a bronze award for excellence in news writing. These publications are a benefit that members value highly. Don't forget to mention this when you speak with nonmembers.

### **Trivial Pursuits**

The answer to last month's trivia question: The members-only toll-free number is 800-621-8099.





*Spread of food from the Clinical Discovery Tour sponsored by the Maryland State Dental Association*



*Tour guide explains a technological innovation at a member dentist's office.*

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