



FEDERATION OF FLY FISHERS™

Conserving – Restoring – Educating Through Fly Fishing

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January 2, 2008

R.P. Van Gytenbeek, CEO

To: BOD, Senior Advisors, Council Presidents, Club Presidents

From: Van/Bob Shirley

Subject: Membership Incentive

I. Affiliate club members \$15 membership

- Those clubs who have pushed the program have had a good success.
- Many of you have asked for an extension as you are in the midst of your meetings and programs when you see the majority of your members.
- We will extend the program for affiliate clubs to June 30th, 2008.
- This is a great opportunity to grow your clubs, reduce club dues and combine a club special with the FFF incentive to create a very salable package!

II. Charter Club new member incentive

- Our last program ignored our charter club and 100% clubs.
- Charter and 100% clubs have a very high retention (renewal) rate.
- From January 1st, 2008 to June 30th, 2008, charter and 100% clubs may sign new members for one year at \$10.00.

III. Eligibility and Other Categories

- One year regular memberships including youth and seniors
- Three year memberships are \$60 for individuals
- One year family is \$25
- Three year family is \$75
- The club rod incentives remain in force and cover this special program.

There is strength in numbers, that we need in order to expand and strengthen our programs. We can't afford a massive direct mail campaign. Thus our best option is to give each club the tools to expand itself and the Federation. Please give this program your best effort and have a great 2008!

Sincerely,

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