

## Sample MAD Email to 1<sup>st</sup> Tier Callers (Division/Area Contacts)

Hello name!

It's finally here - the MAD! Thanks for volunteering to be part of what I hope will be an annual exercise to keep our accounts active!

This is a great chance to get in touch with the members closest to you, get to know them, update information and inject some enthusiasm into our grand metropolitan exchange.

I've divvied up the job so that 1 Contact person in each [Division](#) will pass on this information to about 3-4 members in your Division (most of whom have indicated to me they're willing to help with this). You will call about 10-15 members each. That will cover all 270 members throughout Brisbane City and the surrounding cities and regional council areas (and even in NSW). I suggest you take a little time to read about [Divisions](#). We are calling those listed as active on CES.

Attached is a Guide for you to use when calling members **and to pass on to your next-tier callers.** Please read it in advance; it's a guide for YOU; every member is different, so use it to suit your caller. An explanation of how to incorporate the Survey is in it.

Now the most useful part: the Spreadsheet "MAD 2018 \_\_\_\_ Division" List of members you'll call in your [Division](#) with their contact details. Open the file and click on your name on the tab at the bottom to find the sheet with the list of members you'll call.

Attached separately is a Table of Notes spreadsheet for you to record information to send back to your Division Contact who will send it to me (Simon). This is very important. Without it, we can't tell which accounts to close. You may like to print out the Table so you can use a pen to take notes while you're talking.

If any member expresses an interest in volunteering for Admin, please ask them to contact me.

**I'll be asking the Division Contacts to meet with me after November the 24th to help me update the CES data base.**

**You (Division Contacts) can reuse this email to contact the 2nd Teir-callers in your division (listed in the Excel spreadsheet of members) by deleting the bold and underlined text.**

Best of luck! If you have any questions or difficulties, call or email me!

Cheers,  
Simon