

August, 2011



Fall Rally reminders

September is just around the corner and with that, our Fall Rallies are beginning. Please make plans now to attend and get your registration and contest forms sent in to your Area Captain. There will be great speakers at all rallies and lots of fun and motivation. Below are the Rallies scheduled:

Ami Heesch
Saturday, Sept. 17
Grace Lutheran Church
320 East Main Street
Mankato, MN
9:00-12:00

LeAnn Warner
Saturday, Sept. 24
Sacred Heart School
400-9th Street
Heron Lake, MN
9:00-1:30

Vicki Schreiner-Kaiser
Saturday, Oct. 15
Faith Lutheran Church
108 West 8th
Morris, MN
9:00



Chapters are encouraged to have open houses from now through October. Everyone is coming back from vacations, school is starting, life is getting back into a normal routine and snowbirds are readying for travel. All of us are thinking about turning over a new leaf.

Open houses can be fun and inspirational. Invite guests, former members, those who have not been attending chapter for some time. Invite them to a night of fun and encourage them to come back to TOPS. Send a card to those members who have become inactive and encourage them to return.

Why not plan a TOPS walk—wear your TOPS t-shirts and walk. Invite area chapters—let the media know you have a walk scheduled. Give out leaves to redeem for small apples to all who participate.

Let me know if you've held an open house or walk in your area and how it went. At some of the open houses, a free membership was offered as a drawing and I'm pleased to say we had at least one whose name was drawn join TOPS.

Enclosed is a list of the active members in your chapter. Please check this list over. . . If you do not see one of your member's names, it probably is because their membership is not current and they need to renew. If you have deceased members on the list please let me know.

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Our TOPS membership has been declining the past few years. In order to get members back to TOPS or new members, I am offering an incentive of \$5 off on all NEW members registration. This will be in effect from Oct. 1–Dec. 31 of 2011.

Makes copies of the coupon below so you have it for your next new member. Send this coupon along with their membership form and \$21 to Shari Kieper, Coordinator.

Let's get those new members signed up. Get an article in your local newspaper about your chapter's success, hold an open house, invite former members back, hold a walk in your area this fall. The possibilities are endless We are the best advertisers for TOPS—talk it up. Check out the other “thank you” bonus below!

\$5.00 TOPS COUPON
(off new membership only)
Offer good Oct. 1—Dec. 31, 2011



TOPS MN _____, _____

New member's name _____

New Member Email Campaign

TOPS would like to have an email contact for every chapter and is running a campaign from July 1 to December 31, 2011. TOPS is so grateful to all chapters who have someone with an email address, that they are offering a special “thank you” bonus (explained in the July TOPS News, under the president’s message). Starting July 1, 2011, all chapters who have a current email address listed for the leader (or if the leader does not have access to email, select someone who does to be your chapter’s designate, fill out the form L-50 and send it to me and I’ll get you registered at headquarters). The leader does NOT need to fill out a chapter designate form—they are automatically listed as the chapter contact. The designate is for the chapter whose leader does not have internet access. This campaign runs through December 31, 2011. A credit is awarded to a chapter for each new, full price member who joins between July 1 and Dec. 31, 2011. TOPS will email the chapter a monthly accumulated total of credits earned. When the chapter collects four credits, just print out the email, attach it to any full price membership or renewal and send it to me . . . With NO money! (The email listing cumulative members in the chapters MUST be attached to the membership form). when sent to Coordinator.

