



2008 Membership Campaign Fact Sheet

Timeline:

March 17	6:00pm-8:00pm	Captains Phone-a-thon	Fort Worth Sister Cities
March 24	6:00pm-8:00pm	Captains Phone-a-thon	Fort Worth Sister Cities
March 28	5:30pm-6:30pm	Captains Weekly Rally Meeting	Blue Mesa, 1600 S. University Drive
March 31	6:00pm-8:00pm	Captains Phone-a-thon	Fort Worth Sister Cities
April 4	5:30pm-6:30pm	Captains Weekly Rally Meeting	Blue Mesa, 1600 S. University Drive
April 11	5:30pm-6:30pm	Captains Weekly Rally Meeting	Blue Mesa, 1600 S. University Drive
April 18	5:30pm-6:30pm	Captains Weekly Rally Meeting	Blue Mesa, 1600 S. University Drive
April 22	5:00pm-6:30pm	Campaign Grand Finale and Awards Party	Taverna's, 450 Throckmorton

Theme: In celebration of one of Fort Worth's greatest attractions coming in April to Texas Motor Speedway, NASCAR we present our version "Fort Worth Sister Cities Speed Weeks ". Rev up your engines the race is about to begin.

Overall Goal: \$35,000 New Membership

Individual Team Goal: \$5,000 in New Membership

How to Play: Each team will consist of a driver (team captain), pit crew (team participants) and fans (new members). Each membership level will be assigned a point value (see below for details). Each member of the pit crew will strive to earn a minimum of 10 points to help the driver get across the finish line. To get across the finish line each team will have a pit crew of at least 10 people and raise \$5,000. The driver that gets to the finish line first wins first prize for the team unless another driver surpasses the winner in dollars raised. We will continue the tradition of first, second, third prizes for the largest selling teams and individuals. BUT WAIT THERE'S MORE....this year we are adding Raffle Prizes for individuals that earn raffle tickets by the amount of points earned.

POINT CHART

Renewals at same level = .5 point
 (additional .5 for every membership level current member moves up)
 \$20-\$40 Memberships = .5 point
 \$50 Memberships = 1 point
 \$75 Memberships = 1.5 points
 \$100 Memberships = 2 points
 \$250 Memberships = 4 points
 \$500 Memberships = 5 points

POINT REDEMPTION CHART

3 points = 1 ticket
 6 points = 3 tickets
 8 points = 4 tickets
 10 points = 10 tickets

*After 10pts earned, each additional point will equal 1 raffle ticket.