



AOA Champions guidelines & best practices

Getting started:

We are thrilled that you are interested in becoming an AOA Champion! To ensure you're set up for success, we've compiled a list of best practices and helpful guidelines below.

1. Please review our [AOA Champions Program FAQs](#).
2. Visit the [AOA Champions landing page](#) to familiarize yourself with all the resources you'll need as a volunteer in this program. Additional resources include:
 - [Elevator pitches and scripts](#)
 - [Sample follow-up email templates](#)
 - [AOA member benefits flyer](#) – A key resource handout (with a QR code) that can be printed and/or downloaded for distribution.
 - [AOA overview slide deck](#)
 - [AOA Membership PPT slides](#) that can be added to any preexisting deck.
 - [Name collection sign-up sheet](#)
 - Member testimonials:
 - [DO medical students](#)
 - [Resident/early career DOs](#)
 - [Practicing DOs](#)
3. Print out any resource materials you would like to use prior to your conversations.

Starting conversations:

After you've reviewed all the AOA Champions Program materials outlined above, what are the next steps?

They may vary based on your life and desired involvement. You can start by initiating individual conversations with prospective members or incorporate the provided AOA Membership slides into an upcoming presentation. Even better, you could present the entire AOA Champions PowerPoint deck to a group of your peers.

Below, you will find some tips and guidelines for structuring your conversations. If you are making a presentation to a group, please see our group presentation tips and guidelines in the next section.

1. Introduce yourself. Here are some tips for getting the conversation started:
 - “Hi, my name is ‘...’, do you have a moment to talk about the AOA?”
 - “Do you mind if I ask if you are an AOA Member? Have you ever considered joining?”
2. Use the [membership elevator pitch](#).
3. Listen to how the prospective member responds.
4. Keep the conversation positive and ask if they would be willing to share their email address and/or phone number for follow up.
5. Take down their email and/or phone number. You can use the [name collection signup sheet](#) (which is especially useful if meeting with or presenting to a group of prospects – see tips in next section).
 - If the prospective member does not want to share this information, you can offer them the member benefits flyer and your contact information in case they would like to follow up with you.
6. Offer them the [AOA member benefits flyer](#) (if you have them on-hand) or let them know you will include that resource in a follow-up email.
7. Thank them for their time.

Tips for group presentations:

Group presentations are ideal opportunities to incorporate messages regarding the value of AOA membership. The suggestions below can help you integrate membership into your talking points and presentation materials.

1. Introduce yourself. Here are some tips to get the conversation started:
 - “Hi, my name is ‘...’, thank you for taking time out of your busy schedule today.”

- If you are presenting on another topic, make your presentation first, and then proceed with a segway into AOA membership. Suggestion: “While that takes us to the end of my presentation, please allow me a few minutes of your time to discuss an opportunity that I am rather passionate about.”
 - If your presentation is solely about AOA membership, you can begin with, “I am here to present on a topic that I am rather passionate about, and that is the value of AOA Membership. If you allow me a chance, I would like to open your eyes to the support that the AOA provides DOs and medical students just like you!”
 - Feel free to use the suggested intros above or personalize them to your situation.
2. Use the [membership elevator pitch](#).
 3. Distribute printed copies of the [AOA member benefits flyer](#).
 4. Proceed with the [AOA overview slide deck](#) or the [AOA Membership PPT slides](#).
 5. Before concluding, send the [sign-up sheet](#) around the room. Mention that you would like to stay in touch and would love the opportunity to provide more information about the benefits of joining the AOA. Please mention that providing contact information does not signify a commitment or obligation of any kind.
 6. Thank them for their time.
 7. Collect the sign-up sheet.

Please note: If a prospective member asks a question for which you don’t have an answer, please note the question and connect with the MRC. You can reply with, “I’m not sure, but let me get your information and I’ll have an AOA staff member follow up with you on this.” Or, if they would prefer, you can refer them to contact the AOA directly for further assistance.

Following up:

After your conversation(s) and/or presentation, please follow the steps below to follow up with prospective members. We kindly ask that you reach out within one week. If you are unable to do so, please contact the AOA’s [Member Resource Center](#).

1. Utilize our [email templates](#) to follow up with the prospect(s) within one week of your conversation or presentation.
2. CC the MRC (MemberService@osteopathic.org) for additional follow-up or questions.

3. If you are unable to follow up, please contact the [Member Resource Center](#).

Additional questions:

For follow-up information or questions, please contact our [Member Resource Center](#).