**ACNM Affiliate Telephone Recruitment Script\***

**\*This guide is a suggested script. Please personalize it for your Affiliate as needed.**

Hi!

This is [Name]. I am a midwife and I am calling from the American College of Nurse-Midwives [Name of State Affiliate]. How are you this morning/this evening?

The reason I am calling today is to talk about ACNM membership and to find out if you have been a member of the ACNM in the past. Have you ever been a member?

⬜ Yes→ Continue to ***Previous Member*** section

⬜ No→ Continue to ***Potential New Member*** section

**•Previous Member:**

Oh, that is great! May I ask why your membership lapsed?

→ Go to ***Reason Membership Lapsed*** section

**Reason Membership Lapsed:**

**Forgot to Renew:** Oh, I completely understand. That happens to me, too! Did you know that you can easily renew your membership? You can renew your membership online or call the membership office. The ACNM is trying to make joining or renewing membership much easier for its members and potential members. For a small fee, you can also sign up to have your dues taken out of your account on a monthly basis, if that is easier for you.

There are so many benefits to renewing your membership including advocacy (at both the federal and state levels), professional support, leadership development, educational benefits, the *Journal of Midwifery and Women’s Health*, and networking. Also, in the [State name] Affiliate, this is what we are doing for you: (discuss your own state Affiliate).

Is there anything that you would like to see the ACNM do for you?

→ Go to *Closing*.

**Employer Does Not Reimburse Membership Dues:**

Oh, I am so sorry to hear that. That does make it difficult. Currently, the Membership and Marketing team is re-vamping the letter to give to employers outlining the benefits of membership to encourage them to provide reimbursement. We are working hard to get that out because we know that many midwives have the same issue. I am sure that you know of the many valuable benefits of being a member of ACNM including advocacy, professional support and development, educational resources, networking, and so on?

⬜ Yes→  Great! → Go to *Closing*.

⬜ No → Go to part of *Potential New Member* section that describes benefits.

**Retired:**

Thank you so much for your years of service to women! We certainly do not want to lose your valuable experience and wisdom. Our Active-Supporting member level was designed for you and you receive all of the same benefits – including full voting privileges – at a price that is discounted 46%! Please consider re-joining at this new member level. Although you are retired, we still need your voice at ACNM.

→ Go to *Closing.*

**Does Not Find Valuable:**

Oh, I am really sorry to hear that. The ACNM works very hard to provide service and value to its members including advocacy, educational resources, professional development, and the journal. Do you have a moment for me to tell you a little about what I ***personally*** find valuable about being a member?

⬜ Yes→  Tell your story! ☺

⬜ No → Go to *Closing*.

**•Potential New Member:**

Oh, I see. Well, if you have a few minutes, I would love to tell you about some of the fantastic benefits that being a member of the ACNM and the [State name] Affiliate provides.

ACNM membership provides opportunities for CEUs, subscription to the peer reviewed *Journal of Midwifery and Women’s Health*, the quarterly newsletter Quickening, and the weekly electronic newsletter Quick eNews, advocacy at state and federal levels, discounted registration to the annual meeting, networking opportunities, and increased awareness for consumers about the profession through marketing and consumer resources. And these are only a few!

In addition to the benefits members personally receive, ACNM does all the things needed to support the profession—standards of practice, core competencies, position statements, and more. ACNM’s strong advocacy in Washington, D.C. recently changed regulation that many hospitals used to require that all inpatient admissions be certified by physicians.

We also surveyed insurers to find out how many contracted with CNMs/CMs and then shared that information with insurance commissioners to ensure that they push the plans to include CNMs/CMs. Working with our state affiliates, ACNM is focusing on ensuring that midwives can practice independently, to the full extent of their education and training, that they can obtain hospital privileges and attend home births if they so desire, and be paid adequately by Medicaid programs. Plus, just as important, ACNM is focused on public relations to inform consumers, clinicians, hospital administrators and insurers about midwives and midwifery care.

[Also, direct to member resources web page: www.midwife.org/member-resources]

Have I convinced you? (say with a smile! ☺)

→ Go to *Closing*.

**Closing:**

Well, I really want to thank you for your time. It is always wonderful to talk with another midwife! The ACNM and the [State name] Affiliate is working hard to provide members with an awesome membership experience—whether it is improving web resources, access to clinical resources, legislative assistance, or professional support and networking. I am happy to be a resource for you in the future and I want to thank you for your time and  [your renewed membership/new membership].

While I have you on the phone, can I answer any questions for you? What do you think that the ACNM and [state Affiliate] could do better/do for you?

Thanks again.

Have a great day/great night!

Goodbye!