AMA Medical Student Outreach Program
2024–2025

Joel Bervell, future physician
Member since 2021

Ellie Laughlin, future physician
Member since 2022

Alina Khan, future physician
Member since 2023
WELCOME.

By leading the American Medical Association membership outreach efforts at your school, you are strengthening the voice of the AMA and helping to shape the future of medicine.

**Thank you for your dedication to the AMA and your leadership on campus.** We appreciate your involvement and commitment to the AMA Medical Student Outreach Program (MSOP), and the work you do to educate students on the importance of being an AMA member.

We look forward to helping you convert your passion for medicine into a successful 2024–2025 recruitment year.

**CONTACT INFORMATION**

**AMA MEDICAL STUDENT OUTREACH PROGRAM (MSOP)**

Email: studentops@ama-assn.org
Program website and Outreach Leader resources: ama-assn.org/msop
• Program support, onboarding and training questions
• Recruitment materials, incentives and events questions

**AMA MEDICAL STUDENT SECTION (MSS)**

Email: mss@ama-assn.org
ama-assn.org/mss
• Local campus section set up and support questions

**AMA MEMBER SERVICE**

Email: msc@ama-assn.org
Telephone: (800) 262-3211
• General member service questions
• Address changes
• Subscription information for the Journal of the American Medical Association (JAMA®)
• Medical education (ME) number inquiries

**AMA**

ama-assn.org
American Medical Association
AMA Plaza
330 N. Wabash Ave., Suite 39300
Chicago, IL 60611-5885
# TABLE OF CONTENTS

4  What is the AMA Medical Student Outreach Program?

4  What is the AMA?

5  Program calendar

7  Recruiting resources

8  Student membership benefits

10 Commissions: Reward for recruitment performance

--

Melody Chiang, future physician
Member since 2022
WHAT IS THE AMA MEDICAL STUDENT OUTREACH PROGRAM?

The AMA Medical Student Outreach Program (MSOP) is a peer-to-peer recruitment program that promotes AMA membership to first-year medical students. The program works with Outreach Leaders and AMA local campus sections at medical schools and provides training and resources for recruiting medical students to join the AMA.

What does an Outreach Leader do?
• Organize membership recruitment events targeting first-year medical students (typically one to two events) in the fall and spring
• Promote four-year membership, welcome gifts and member benefits
• Message students on your campus through email, social media, and other channels to promote AMA membership and member benefits
• Coordinate membership engagement initiatives with other local campus section leaders
• Participate in training events, virtual chats, and timely completion of program surveys and feedback requests
• Gain leadership experience and have fun!

How does the AMA support Outreach Leaders?
• Provides leadership training and an opportunity to help distinguish yourself on your CV
• Supplies resources and materials to successfully recruit at your school, plus free AMA swag!
• Offers opportunities to network and attend marquee events
• Provides funding for your school to support recruitment, engagement, community service, and travel to AMA events

WHAT IS THE AMA?

Founded in 1847, the American Medical Association is the largest and only national association that convenes 190+ state and specialty medical societies and other critical stakeholders. The AMA has long been guided by its enduring mission to: promote the art and science of medicine and the betterment of public health.

Why join as a medical student?
The AMA is the largest medical association in the nation, with nearly 52,000 medical student members—that’s almost half of all students! Why’d they join? Because they want to have an impact on the medical profession and patient care.

Joining the AMA is an important first step in their journey in medical school, because the AMA supports them today as a medical student. And protects their future as a physician.

With changes to USMLE Step 1 and COMLEX Level 1, we know medical students are more concerned than ever about standing out in the residency process. As a member of the AMA, medical students can:
• Access over 1,000 leadership opportunities at the local and national level to build skills and prepare for residency interviews.
• Gain hands-on advocacy experience connecting with AMA student members at events like the AMA Medical Student Advocacy Conference in Washington, D.C.
• Distinguish themselves through research by participating in the AMA Research Challenge for a chance to compete for $10,000.
• Find the perfect Match with FREIDA™—students can search from over 13,000 residency and fellowship programs and access AMA resources to master the application process.
• Enjoy free access to the JAMA Network™ and receive a top-tier study aid—such as First Aid for the USMLE or COMLEX—as a membership welcome gift when you join.
PROGRAM CALENDAR

MAY

Program kickoff and Outreach Leader sign-up
Complete your Outreach Leader profile in the MSOP Dashboard.

- Use the MSOP Dashboard link that was sent to the email address tied to your AMA membership.
- Log in to the MSOP Dashboard with your AMA website account. If you have not logged into the AMA website before, click “Create Account” and follow the prompts for creating an AMA website username and password.
- Be sure to enter your mailing address to receive your box of important recruitment materials, as well as your school’s planned club/activities fair date for the incoming first-year students.

JUNE

Outreach Leader training and recruitment prep
Sign up for a training session.

- In-person leadership training is available for Outreach Leaders at the AMA Medical Student Section Annual Meeting.
- Virtual Outreach Leader trainings will be held throughout the summer. See email invitation to sign up.

Request an incoming first-year student list from your school’s student affairs/administrative office.

- If your school permits, email incoming first-year students a welcome message inviting them to visit the AMA table at the upcoming club/activities fair. Access our email templates for a welcome message draft to customize.

Post club/activities fair details on your school channels: GroupMe, social media, school website, etc. Access the social media toolkit for messages and graphics.

Sign up to host an AMA table at your school’s club/activities fair and request any equipment you may need (e.g., table, chairs). Ask about options to also set up a table at orientation!

Develop a plan for recruitment. See “Recruiting resources” (Page 6) to help you prepare. Meet with fellow local campus leaders at your school and develop an agenda for orientation and beyond.

JULY

Recruitment season begins
Make sure you have received your box of recruitment materials to set up a table at your school’s club/activities fair and events to promote AMA membership to your classmates.

Apply for a Section Involvement Grant to purchase refreshments for your table at your school’s club/activities fair, such as sparkling water, mints and snacks.

- Grants of up to $1,500 per academic year are available to AMA local campus sections to recruit and engage students, offer opportunities for students to get involved with the AMA, and support local initiatives, events, and activities. See tips for a successful AMA recruitment event. (Page 6)
- Staff the AMA table at your school’s club/activities fair with your new AMA swag! The goal is to get new students excited about becoming a member, showcase key benefits they will use throughout medical school, and prompt them to join the AMA through ama-assn.org/msop-join.
- The best time to recruit first-year students is during orientation week and at the club/activities fair. Know the contents in your recruitment kit, practice your pitch and add your personal story to promote the importance of AMA membership.

Send follow up messages after the club/activities fair to continue to promote AMA membership. Send emails, post on your school channels, social media, etc.

AUGUST–SEPTEMBER

Plan a recruitment event
Apply for a Section Involvement Grant to purchase food for a recruitment event. Grants of up to $1,500 per academic year are available to AMA campus sections to recruit and engage students, offer opportunities for students to get involved with the AMA, and support local initiatives, events and activities. See tips for a successful AMA recruitment event. (Page 6)

- Regularly check your recruitment performance through the MSOP Dashboard. You can track your progress and see how many more first-year students need to join through the program to be eligible for commissions.
2023–2024 calendar (continued)

**OCTOBER–NOVEMBER**

Participate in AMA member exclusive opportunities and share with your classmates

Attend the virtual [AMA Research Challenge](#).

Attend the [AMA Medical Student Section Interim Meeting](#).

Register for the [AMA Medical Student Advocacy Conference](#).

Submit an abstract to the [AMA Research Challenge](#).

**DECEMBER**

Fall commission deadline: Dec. 2, 2024

Your local campus section may be eligible to earn commissions based on the number of first-year students that join the AMA through the Medical Student Outreach Program at your school (through the online application at [ama-assn.org/msop-join](http://ama-assn.org/msop-join) or, if applicable, through your state/county society). See “Commissions: Rewards for recruitment performance” (Page 9) to learn more.

**JANUARY–MARCH**

Recruitment efforts continue

Contact AMA nonmembers at your school and promote member exclusive opportunities, such as the upcoming AMA Medical Student Advocacy Conference to meet with legislators on Capitol Hill.

Fall commission checks are distributed to eligible campus sections in early February.

Attend the [AMA Medical Student Advocacy Conference](#) to meet with legislators on Capitol Hill in March.

Transition for the upcoming recruitment year

Work with your local campus section to transition your leadership responsibilities and document important knowledge.

Hold elections/nominations for upcoming academic year e-board and notify AMA team of the incoming Outreach Leader/student responsible for leading AMA membership efforts at your school.

**APRIL**

Spring commission deadline: April 30, 2025

See “Commissions: Rewards for recruitment performance” to learn more (Page 9).

Spring commission checks will be distributed to eligible campus sections approximately six weeks after deadline.

**MAY**

Program kickoff for 2025–2026 recruitment year
RECRUITING RESOURCES

RECRUITING MATERIALS
We have prepared the following resources and templates to help set you up for a successful recruitment year. Please let us know if additional material is needed to support your recruitment efforts.

Links to the resources below can be found on the MSOP Resource Center: ama-assn.org/msop-resource-center

- Member benefits postcard
- Incentive sign
- "Distinguish yourself with the AMA: AMA benefits to help you succeed" powerpoint
- "Welcome to med school" email
- Event invite email
- Event follow-up email
- Event check-in QR code sign
- Faculty invite email
- Social media toolkit
- Section Involvement Grant program

WHAT’S IN YOUR RECRUITMENT KIT?
The recruitment kit provides you with resources and materials to set up a table at your school’s club/activities fair and events to promote AMA membership to your classmates. The goal is to get new students excited about becoming an AMA member, showcase key benefits they will use throughout medical school, and prompt them to complete the membership application to become a member.

- Table-top incentive sign (1)
- Member benefits postcards
- Table runner (1)
- AMA postcards highlighting Research, Leadership, Advocacy, and Match
- AMA stickers

NEW: We’ve included a selection of giveaways for students that purchase a four-year membership on-the-spot. These are offered on a first-come, first-serve basis. One of the following giveaways can be given to the student in addition to the gift they select on the online application at: ama-assn.org/msop-join

- Badge reels (10)
- AMA lapel pins for white coats (25)

Gift for you: Your recruitment kit will include AMA swag as a thank you for leading AMA membership outreach efforts at your school. Tag @AmerMedicalAssn with a pic of you wearing it at your school’s club/activities fair and recruitment events!

HOW TO SET UP AND STAFF YOUR RECRUITMENT TABLE

- Display your materials neatly and prominently. Keep in mind your interaction may be the student’s first impression of the AMA!
- Include items at your table that will encourage students to stop and talk, such as photos of your campus section members participating at AMA events and campus events; and flyers/invitations for upcoming activities. Offer sparkling water, mints or snacks.
- Encourage immediate enrollment on-site! Students can scan the QR code on the table-top incentive sign to join. The welcome gift they select with a four-year membership will be delivered to the student directly.
- Collect the names and email addresses of interested students so that you may invite them to join through the “Invite students” feature in the MSOP Dashboard.
- Maintain a member email contact list so you can easily distribute future member communications. A current member list can be accessed in the MSOP Dashboard.

TIPS FOR A SUCCESSFUL AMA RECRUITMENT EVENT

1. Schedule events when most students will be on campus. For example, over the lunch hour, you could provide food; or during a class break, you could offer coffee and snacks.
2. Invite the first-year students to your events using our email templates and social media toolkit for customizable message drafts.
3. Have a table for event check-in—use the AMA QR code sign so we can capture email addresses and invite them to join the AMA.
4. Use the "Distinguish yourself with the AMA: AMA benefits to help you succeed" powerpoint and customize for your school.
5. Encourage students to join on the spot and promote the four-year membership. Cost is just $68—or $17 a year—and includes a welcome gift and benefits that support students now with leadership training, advocacy, research opportunities, and discounts.
STUDENT MEMBERSHIP BENEFITS

- Full access to the JAMA Network™ (print journal, online and audio subscription)
- 1,000+ leadership positions at national, regional and local levels
- Leadership education modules to help you develop as a leader
- Search over 13,000 programs on FREIDA™, the AMA Residency & Fellowship Database® with access to save, rank, take notes, download and compare programs, and plan ahead for application and Match fees with FREIDA’s Residency Calculator
- Advocacy training and opportunities to meet with legislators on Capitol Hill
- AMA Research Challenge to showcase your research with $10,000 prize
- AMA Poster Showcase to present your work on a variety of topics, including leadership, health equity, advocacy and policy, and more
- Discounts on UWorld, Amboss, UpToDate and more, saving you hundreds of dollars. Visit ama-assn.org for more information on member benefits

Only $68 for a 4-year membership—just $17 a year!

<table>
<thead>
<tr>
<th>Student membership dues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One-year</td>
<td>$20</td>
</tr>
<tr>
<td>Two-year</td>
<td>$38</td>
</tr>
<tr>
<td>Three-year</td>
<td>$54</td>
</tr>
<tr>
<td>Four-year</td>
<td>$68*</td>
</tr>
</tbody>
</table>

* Receive welcome gift with four-year membership.
Student membership benefits (continued)

- First Aid for the USMLE 2024 (pre-order 2025)
- Up to $60 off UWorld USMLE® or COMLEX-USA® QBanks
- 3-month subscription to Kaplan’s USMLE® Step 1 or COMLEX-USA® Level 1 Qbank
- 3-month Boards and Beyond subscription (Steps 1 or 2–3)

Limit one (1) gift per eligible four-year AMA student membership. Subject to change. While supplies last. Additional options online.
COMMISSIONS: REWARDS FOR RECRUITMENT PERFORMANCE

HOW COMMISSIONS ARE EARNED
Sections earn commissions based on the number of first-year students that join the AMA through the Medical Student Outreach Program. The higher the percentage of M1 class size recruited for membership, the more commission dollars your section receives.

2024–2025 COMMISSION STRUCTURE

<table>
<thead>
<tr>
<th>Tier</th>
<th>Recruitment performance (M1 only)</th>
<th>Commission %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&gt;75% of class size</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>51%–75% of class size</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>26%–50% of class size</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>10%–25% of class size</td>
<td>10%</td>
</tr>
</tbody>
</table>

Fall campaign
All applications and dues received by Dec. 2, 2024, will be applied toward this first round of recruitment. The fall payout is determined by the percent of first-year class size recruited through the Medical Student Outreach Program. Commission checks will be processed and mailed in February.

Spring campaign
All applications and dues received by April 30, 2025, will be applied toward the second round of recruitment. The spring payout is determined by the percent of first-year class size recruited, minus the amount previously paid to the section for the fall campaign. Commission checks will be processed and mailed in June.

COMMISSION CALCULATION EXAMPLE
The following scenario is an example of how the fall commissions were calculated for a section.

<table>
<thead>
<tr>
<th>Members recruited</th>
<th>Dues revenue</th>
<th>Class size</th>
<th>% of class size recruited</th>
<th>Commission tier</th>
<th>Commission payout %</th>
<th>Commissions paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>150</td>
<td>$10,200</td>
<td>225</td>
<td>66.7%</td>
<td>2</td>
<td>25%</td>
<td>$2,550</td>
</tr>
<tr>
<td>Spring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>$1,700</td>
<td>225</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>$1,020</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$3,570</td>
</tr>
</tbody>
</table>