

# AMA Medical Student Outreach Program 2025-2026



**Jennifer Anyanwu**, future physician  
Member since 2024

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Member since 2024

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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 2025–2026 recruitment year.

## CONTACT INFORMATION

### AMA MEDICAL STUDENT OUTREACH PROGRAM (MSOP)

Email: [studentops@ama-assn.org](mailto:studentops@ama-assn.org)

Program website and Outreach Leader resources:  
[ama-assn.org/msop](https://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](mailto:mss@ama-assn.org)

Program website and campus section resources:  
[ama-assn.org/mss](https://ama-assn.org/mss)

- Local campus section set up and support questions

### AMA MEMBER SERVICE CENTER

Email: [msc@ama-assn.org](mailto: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](https://ama-assn.org)

American Medical Association  
AMA Plaza  
330 N. Wabash Ave., Suite 39300  
Chicago, IL 60611-5885



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Sakar Gupta, future physician  
Member since 2023

# 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?

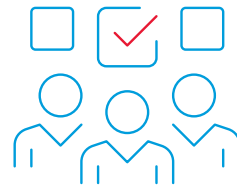
- Organize membership recruitment events targeting first-year medical students (typically one to two events) in the fall and spring
- Promote four-year membership, welcome gifts and member benefits
- Message students on your campus through email, group messaging apps, social media, and other channels 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 53,000 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™**—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.

## 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.

Share the date of your school's planned club/activities fair with the MSOP team.

- You'll receive an email prompting you to provide the date of your school's event. Once you have a confirmed date from your school, let MSOP know so we can make sure you have everything you need to recruit at the fair.

Post club/activities fair details on your school channels: GroupMe, social media, school website, etc. Access the [MSOP Resource Center](#) 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 and decorations for your table at your school's club/activities fair, such as sparkling water, mints and snacks.

- Grants totaling up to \$1,500 per program 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](http://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 totaling up to \$1,500 per program 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.



## OCTOBER–NOVEMBER

**Participate in AMA member exclusive opportunities and share with your classmates**

**Attend the virtual AMA Research Challenge, Poster Symposium and semifinals.**

**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. 1, 2025**

**Your local campus section may be eligible to earn commissions** based on the number of first-year students that join the AMA for a four-year membership through the Medical Student Outreach Program at your school (through the online application at [ama-assn.org/msop-join](https://ama-assn.org/msop-join) or, if applicable, through your state/county medical 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, 2026**

**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 2026–2027 recruitment year**



**Chris Vakkur, future physician**  
Member since 2023

# 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](https://ama-assn.org/msop-resource-center)

- Member benefits postcard
- Incentive sign
- “Distinguish yourself with the AMA: AMA benefits to help you succeed” PowerPoint template
- “Welcome to med school” email
- Event invite email
- Event follow-up email
- Faculty invite email
- Section Involvement Grant program information

Use the [MSOP Fall Recruitment Planning Template](#) (page 11) to make a plan for your campus section for the year ahead!

## 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
- Table runner
- Student member benefits postcards (two versions)
- AMA stickers
- Hand sanitizers
- Pens

**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](https://ama-assn.org/msop-join).

- Anki remotes (10)
- AMA stethoscope 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 representing the AMA 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 a 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 students to sign up for membership on the spot! Students can scan the QR code on the table-top incentive sign or on the AMA postcards 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 first-year students to your events using our [email templates](#) for customizable message drafts.
3. Have a table for event check-in—and collect attendees’ names and email addresses. You can then invite them to join the AMA using the “Invite students” feature in the [MSOP Dashboard](#). Be sure to set up the table-top incentive sign and postcards from your Recruitment Kit at your check-in table.
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 (that’s \$17 a year) and includes a welcome gift and benefits that support students now with leadership training, advocacy, research opportunities and discounts.



## AMA NAME/LOGO APPROVAL

**1. Use of AMA name/logo approval:** Use of the AMA name and/or logo for policy, advocacy or education events **must be preapproved** in writing by the AMA. This preapproval requirement extends to the use of the AMA local campus section name <Medical School, Local Campus Section> or <Local Campus Section, Medical School>. Use of commission payments from the AMA or AMA Section Involvement Grant funding does not supersede the need for approval of AMA name and logo use.

**2. Approval process:** To seek approval for the use of the AMA name and/or logo in conjunction with an AMA local campus policy, advocacy or education events, please send the following information through this [form](#) no later than **three weeks before** the event.

- Date of event
- Title of event

- Sponsors (and any co-sponsors) of event
- Target audience for event
- Event speakers
- Brief description of the content to be presented

If approval to use the AMA name and/or logo has not been given through the above channels, the AMA may require immediate removal of the name and logo from all materials related to the event.

**3. Event guidelines:** Before planning an event related to policy, advocacy or education, students should be familiar with the AMA's most recent actions and statements and align their event accordingly. Events that are held at local campus sections that are not aligned with current AMA policy may be asked to remove the AMA name and/or logo.

# STUDENT MEMBERSHIP BENEFITS

- Access to the **JAMA Network™**
- **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](https://ama-assn.org) for more information on member benefits

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

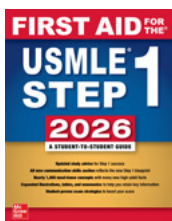
Student membership dues	
One-year	\$20
Two-year	\$38
Three-year	\$54
Four-year	\$68*

**Carly Batt**, future physician  
Member since 2023



# WELCOME GIFTS

## WITH PURCHASE OF A FOUR-YEAR MEMBERSHIP



*First Aid for the USMLE 2025  
(or pre-order 2026)  
or First Aid for the COMLEX*

# SKETCHY

25% off any Sketchy subscription,  
6-, 12- or 24-month plans



Up to \$60 off  
UWorld USMLE® or COMLEX-USA® QBanks



Boards&Beyond®

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

Local campus sections earn commissions based on the number of eligible first-year students that join the AMA for a four-year membership through the Medical Student Outreach Program. The higher the percentage of first-year class size recruited for membership, the more commission dollars your section receives.

## HOW TO USE COMMISSIONS

It is our hope that your section will use these funds to continue to grow AMA membership on your campus through creative recruiting programs, section development, travel to AMA meetings, community service and other professional events. Email MSOP staff at [studentops@ama-assn.org](mailto:studentops@ama-assn.org) if you are unsure how to use these funds.

## 2025–2026 COMMISSION STRUCTURE

Tier	Recruitment performance (first-year only)	Commission %
1	>75% of class size	30%
2	51%–75% of class size	25%
3	26%–50% of class size	20%
4	10%–25% of class size	10%



### Fall campaign

All applications and dues received by **Dec. 1, 2025**, 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, 2026**, 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.

	Members recruited	Dues revenue	Class size	% of class size recruited	Commission tier	Commission payout %	Commissions paid
Fall	150	\$10,200	225	66.7%	2	25%	\$2,550
Spring	25	\$1,700	225	—	—	—	\$1,020
<b>Total</b>	<b>175</b>	<b>\$11,900</b>	<b>225</b>	<b>77.8%</b>	<b>1</b>	<b>30%</b>	<b>\$3,570</b>



# MSOP FALL RECRUITMENT PLANNING TEMPLATE

Create a plan for new member recruitment and engagement with your AMA local campus section this year!

## IMPORTANT DATES

Summer/fall prep meeting with MSOP	Date:	White coat ceremony	Date:
E-board planning meeting for fall	Date:	First day of classes for first years	Date:
First-year orientation dates	Date:	First day of classes for upperclassmen	Date:
New student activity/club fair	Date:	AMA info session/first club meeting	Date:

## EVENT PLANS

### E-BOARD PLANNING MEETING

#### • Suggested discussion topics:

- Primer on recruiting new members (see “Marketing the AMA” below)
- Tentative events and funding plans for the year
- Using the [MSOP Dashboard](#) to recruit members
- AMA national program participation (Annual, Interim, Medical Student Advocacy Conference, Research Challenge)

### ORIENTATION WEEK

#### • Print flyers with MSOP link to join the AMA and place in common areas, on lockers, etc.

Date:	Assigned to (name):
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#### • Post message inviting first-year students to join the AMA and visit AMA table at the activity/club fair

Date:	Assigned to (name):
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#### • White coat ceremony

- Register/confirm with Student Affairs at your school that AMA can set up a table

Date:	Assigned to (name):
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- Table at event and promote AMA membership

All e-board members available to attend:

#### • Other orientation week promotion opportunities/events *(Think about activities or programs that are of interest to students on your campus! For event ideas, see the [Section Involvement Grant Event of the Month](#) webpage.)*

Opportunities/events:
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### NEW STUDENT ACTIVITY/CLUB FAIR

#### • Register to host an AMA table at the fair

Deadline:	Assigned to (name):
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#### • Bring AMA Recruitment Kit materials for table

Assigned to: (Outreach Leader name):
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#### • Apply for a Section Involvement Grant for items for the table

Deadline:	Assigned to (name):
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#### • Attend fair and recruit new students at the table

All e-board members available to attend:
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#### • Upload list of student names/emails to MSOP Dashboard

Deadline:	Assigned to: (Outreach Leader name):
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### OTHER EVENT IDEAS/PLANS:

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## MARKETING THE AMA

- **Promote four-year membership—\$68 and includes a Welcome Gift (variety of gift options)**
- **Discounts on UWorld, AMBOSS, UpToDate, ClassPass and more**
- **Resources to succeed and distinguish yourself**
  - Leadership positions and training to build new skills and boost your CV
  - Research showcasing opportunities, including the AMA Research Challenge for a chance to win \$10,000, plus access to *JAMA*\*
  - Hands-on advocacy experience through training and events in Washington, D.C.
  - Local, regional, national networking opportunities
- **Involvement with our local campus section**
  - Showcase events and community impact of AMA at school
  - Meet your peers and make friends
  - Opportunities to travel to national conferences and events
  - Can be as hands-on or as hands-off as your schedule allows
- **Encourage students to join now so they can access benefits and network throughout their entire med school career (don't wait until you start to use the FREIDA™ database to prepare for the Match!)**
- **Ask students about their interests and share information based on their response about leadership, advocacy, research, Match**

## FINANCE

- **AMA Section Involvement Grants**
  - Grants totaling up to \$1,500 per program 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
- **AMA commissions**
  - Outreach Leader to track commissions progress in [MSOP Dashboard](#) (if eligible)
- **Other potential funding sources**
  - Funding from medical school (student government, student affairs, etc.)
  - Funding from state and/or county medical society
- **AMA bank account**
  - Checks from the AMA are made payable directly to the medical school AMA campus section (example: "SCHOOL NAME AMA-MSS")  
*The AMA cannot make checks payable directly to individuals.*
  - Ask the MSOP team if you are unsure what your bank account name is

Campus section bank account name:

- **Plans to utilize funding**

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