

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:

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):

- **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:

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**

