

THREE 4 TWO! MEMBERSHIP DRIVE

By Ron Bramlett, MCA Treasurer

Do you want to help the MCA grow and extend your MCA membership at the same time? That's now possible by taking advantage of the MCA's "Three 4 Two!" Membership Drive Program, which begins on December 1, 2011, and ends at midnight on February 29, 2012.

It's been the goal of the current MCA Board of Directors to be able to find a way to lower the yearly dues for MCA members; increasing the MCA's membership is the quickest way to achieve this goal. Spreading our expenses out over more members brings down the cost per membership to run the MCA. To increase MCA membership, we are asking for help from current MCA members. We created the "Three 4 Two!" MCA Membership Drive and it goes like this: Any current MCA member can sign up 2 new MCA members and get his/her MCA membership extended for 1 year. That's 3 MCA yearly memberships for the price of 2!

The "Three 4 Two!" Membership Drive Program immediately gets the MCA two new MCA members, *not renewals*, and extends the current MCA member's membership by 1 year. A win for the MCA and a win for the recruiting MCA member! That's all there is to it. Just follow the guidelines outlined below and sign up new MCA members as fast as you can!

1. You must be a current MCA member in good standing to participate.

If your MCA membership has expired, you must bring it to a current status before you're eligible to receive a membership extension.

2. Every application must include your MCA number along with your name and other information.

This is so the MCA can make sure the correct membership number is extended at the same time as the new member(s) is entered into the MCA data base to keep the proper records. Email addresses are optional. For information regarding data handling practices and our privacy policy, please visit www.mustang.org/privacy.php.

3. All 3 MCA memberships must be processed together and each new MCA membership is \$50 each.

The recruiting MCA member must collect the new MCA member's dues and forward it on to the MCA with a completed application. This will prevent problems regarding who is the actual recruiting MCA member. All new MCA memberships under this program shall be for \$50 each. This offer does not apply with any other discounts or programs of the past or in the future.

4. You can recruit up to 10 new members and get your MCA membership extended for an additional 5 years.

That's right! You can do this up to 5 times! Recruit 10 new MCA members and your MCA membership will be extended for 5 years! Each extension must be done separately. Each shall consist of a current MCA member and 2 new MCA members so that proper records can be kept.

5. New MCA members recruited may recruit new MCA members to extend their MCA memberships by 5 years.

Once they have their MCA number, new MCA members can recruit new MCA members and extend their MCA membership the same as the MCA member who recruited them. That means that when a new MCA member spends \$50 for their MCA membership and recruits 2 new MCA members

themselves, they will have actually paid \$25 a year for their MCA membership. If they bring in 4 new MCA members, that means their MCA dues are actually \$16.67 per year etc.

6. You can either go on the MCA website and complete the process or mail the application with payment.

Go to www.mustang.org and sign up today by paying with either a credit card or PayPal. You may also print out the Application Form from the website, or copy the one below (*permission granted -Ed.*), and mail it in to the address below with payment. Payment can be a check from the recruiting MCA member or checks from the new MCA members. However, if the new MCA member's check is returned, their MCA membership will be cancelled and the recruiting MCA member's membership will be docked for the extended year.

7. Lastly, the MCA reserves the right to cancel this MCA Membership Drive at anytime, for any reason. Be sure to get your application(s) in ASAP!

The MCA Regional Clubs can also use the "Three 4 Two!" Membership Drive Program to help build their MCA numbers. As an example, an MCA member can sponsor 2 new MCA members, have them join at \$50 each, and then the 2 new MCA members can then sponsor 2 new MCA members and get their MCA membership extended for 1 year which would work out to only \$25 per year. This is a great way to bring all the MCA Regional Club members into the MCA in a very economical fashion!

The MCA's "Three 4 Two!" Membership Drive Program will only be in effect from **December 1, 2011, to February 29, 2012**. If every MCA member participates in this program, we could increase the MCA membership by thousands! Let's see if we can make that happen!

If you are sending the application by mail, please use or a copy of the form below for every 2 new MCA members you sign up and mail with \$100 payment to:

**Mustang Club of America "Three 4 Two!" Program
4051 Barrancas Avenue PMB 102
Pensacola, Florida 32507**

RECRUITING MCA MEMBER

Name _____ MCA # _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email: _____

NEW MCA MEMBER

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email: _____

NEW MCA MEMBER

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email: _____

ANNOUNCING THE MCA MARKETPLACE

In an effort to drive more value to MCA members, the MCA has developed a sponsorship program called the MCA Marketplace! The MCA Marketplace is designed to allow businesses to sponsor the MCA and provide value to MCA members through exclusive discounts for products and services. This program is an excellent opportunity for regional clubs to offer local sponsors the chance to get national exposure to thousands of Mustang enthusiasts!

HOW DOES IT WORK?

The actual MCA Marketplace is located on the forum on the mustang.org website. This is the centralized location where sponsors are provided their own forum where they can interact directly with MCA members, post new products and services, how to articles, etc. Once this information is posted then the information can be published as articles on the MCA website and shared via the MCA Facebook group and MCA Facebook page as well as other MCA social media sites.

SPONSORSHIP BENEFITS

Promotion on the MCA Website - Dedicated Marketplace forum for sponsors. Each sponsor will have their own forum location to interact directly with MCA members, post new products, etc.

Promotion Through *Mustang Times* - The Marketplace will be promoted through the *Mustang Times* each month.

Promotion Through Social Media Sites - MCA Sponsors will be promoted through MCA Social Media sites.

Banner Advertising - Banner advertising will be offered for paid sponsors provided they provide the banner creative.

BUSINESS SPONSORSHIP REQUIREMENTS

Business Sponsorship — Annual sponsorship fee of \$250.

MCA Member Discounts — Businesses may provide discounts to MCA members that will be included in their listing on the MCA website. Discounts to MCA members will earn you Premier Sponsor status and you will be listed at top of listings in Premier Sponsor group.

Samples for Evaluation — Businesses may provide samples of product for evaluation. Samples should only be offered to MCA paid national members. Participating MCA members will be encouraged to provide feedback on the MCA website on their experience with the product.

Samples for Regional Shows and Events — Businesses may provide samples of product to include in MCA event goody bags or for giveaways or prizes for the event.

STILL HAVE QUESTIONS?

Feel free to contact one of the following members of the MCA's Marketing Committee about the program to get more information or for assistance in joining:

John Farmer
stuckonyougraphics@comcast.net
 501.339.3058

OR

Jeff Mays
dicastshop1@bellsouth.net
 770.318.0987

2ND ANNUAL REGIONAL DIRECTORS' SUMMIT

The 2nd annual Regional Directors' Summit was held in October in Dallas, Texas. We hope each Regional Director who attended gave a full report to their club. And, we encourage each club to consider sending their Regional Director to next year's Summit. Much information is shared. Below are just a few photos of the event.



DEPARTMENT OF CORRECTIONS

The Pegasus article on page 44 of the October issue incorrectly gave photo credit to Bob Seawell. The photos were actually taken by Mark Brooks of Sacramento, CA, www.geckosites.com. We are sorry for the confusion.

FRIENDS OF THE MCA

The Friends of MCA program enables members and small businesses to contribute to the growth of the Mustang Club of America through an annual contribution.

Every Friend of MCA will be recognized for 12 consecutive months in a special Friends of MCA listing in *Mustang Times* on page 66, the Club Services page. The listing will include the name of the person or company, phone number, and email address or website contact information.

The Friends of MCA annual contribution is \$150. All contributions should be made payable to the MCA and sent to:

Mary Jean Wesche, Editor
Mustang Times
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 Lakeland, FL 33811

