ADA Client Services

Peer-to-Peer Outreach

A toolkit for state and local societies

# Why Peer-to-Peer

*“Tell me, I’ll forget. Show me, I’ll remember. Involve me, I’ll understand.”*

Our tripartite, more than ever before, relies heavily on volunteers to put a human face on issues affecting dentistry. Grassroots volunteers help to inspire trust and are uniquely positioned to promote the value of organized dentistry at the most hands-on level.

The ADA’s Council on Membership and New Dentist Committee have launched a program, the Peer-to-Peer (P2P) Outreach Program, to provide information on the latest efforts from the national, state and local levels to reinforce the value of membership from the member perspective. This toolkit will help you mobilize state and local volunteers to enhance your society’s reach to both members and potential members.

Peer-to-peer outreach should be part of your society’s overall strategy, and not just an occasional initiative. It presents a viable opportunity for leveraging volunteers and leaders to personally reach out to dentist colleagues inviting them to engage, join or renew. P2P also adds an essential and relatable element to communication and provides individuals with a specific point of contact for when they have questions or need information.

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* [Resources](#Resources): find tips, toolkits, calling scripts and more. Current membership marketing materials are also on [ADA.org/SocietyResources](https://www.ada.org/en/member-center/ada-for-dental-societies). Depending on the time of year and current initiative (i.e. renewals vs recruitment), there are resources you can leverage to help with outreach efforts.

Step One: Prioritize – Demonstrate and Motivate

*Engagement of your volunteer leaders is a primary factor of P2P success. Communicating the vision and highlighting the potential impact of the effort can help foster support from key leaders and other stakeholders.*

### Engage your leaders

* Start with your existing volunteer pools such as your Board, Councils, Committees and Task Forces
* Share the importance of peer-to-peer connection with these leaders
	+ Show the data and demonstrate where growth needs to happen
	+ Share successes other associations have seen with P2P engagement
	+ Explain the idea that volunteers should be regularly communicating with dentists
		- Critical part of being a leader
		- Helps expand reach due to limited staff capacity
* Be clear and outline the commitment and purpose
* Create a strategy together than can be easily implemented by these groups

### Benefits of Peer-to-Peer

* Peers are more convincing, authentic, and trusted
* Previously established relationships make peers more credible
* P2P lifts up new and potential leaders and ensures stability and growth of the dental profession
* Peers can become a built-in role model or mentor
* Involving peers increases their “ownership” of the Association
* It’s easy for volunteers to participate
* Peers can help others fully appreciate their impact in organized dentistry
* Peers can answer questions on a more personal, relatable level

### It’s a team effort.Membership is everyone’s job, especially volunteers.

* Every volunteer has their strength and there is a role for everyone. Play to these strengths in order to make outreach feel more comfortable and less daunting for volunteers.
* Some volunteers are active on social media, some love picking up the phone, while others may be eloquent writers.
* Determine with your volunteers which strategy you’re going to implement

Step Two: Implement – Strategize and Train
 *Involve your volunteers in the strategy process so they’re able to see the bigger picture and fully understand the purpose of the outreach. Providing training will help them feel more comfortable and confident when reaching out.*

### Determine your current strategy to implement P2P tactics

* Evaluate your membership numbers and where the biggest lag may be
* Prioritize your target based on the time of year – is it renewals season etc.?
* Outline what tactics can be put into place based on capacity and what can make the most impact.
* Remember phone calls aren’t the only way to reach out. Tactics may include calls, texts, note cards, social media posts, emails
* Top groups for reaching out via calls, emails or notes:
	+ Nonrenews
	+ Potential members
* Top groups where a personal phone call can go a long way:
	+ Disgruntled Members
	+ Welcoming New members
	+ New Dental School Graduates

### Outreach ideas – it’s not just calling nonmembers anymore

* Welcome new members
* Congratulate recent graduates
* Contact nonrenews
* Reach out to potential members
* Invite a potential member to a meeting
* Reach out to recently lapsed members and invite them to rejoin
* Share member stories and testimonials
* Mentor dental students and new dentists

### Set up a training session to help volunteers feel prepared to reach out

* Committing time to train your volunteers so they feel supported is important to a successful initiative
* Have a kick-off meeting to educate volunteers on the initiative and their roles
* Provide some basic training to implement the strategy
	+ If doing calls, conduct roll playing scenarios
	+ If doing emails/texts – talk through templates
	+ If doing note cards – outline logistical process
	+ Talk about follow up, how to answer questions, what do I do if…..?
	+ Ensure volunteers are comfortable with the strategy
	+ Determine timelines for current strategy
* Provide lists and contact information to get volunteers started

### Support your volunteers with resources and encouragement

* Provide a platform for easy access to resources by setting up a listserv or Basecamp to deliver resources and have conversation
* Update scripts, email messages and social media posts often to ensure the most current and up to date information you want to share out
* Send regular reminders
* Share what is working (best practice) with all
* Share current key member value points that could assist
* Be sure volunteers are informed on current issues affecting dentistry today
* Communicate progress

##### Contact your ADA Client Services Manager for help with setting up a training for your volunteers.

# Step Three: Follow-up – Measure and Evaluate Progress

*Check in with volunteers frequently to evaluate outreach strategies and tactics so you can pivot when necessary. Figuring out best practices and/or shortcomings will help strengthen your initiatives. Be sure to collect volunteer feedback regarding processes, resources, challenges and any identified opportunities.*

### Evaluate the results

* Consider using coded applications or a unique online application URL to track results
* Monitor for an uptick in calls and applications of individuals seeking to join/renew
* Review membership numbers – compare lists provided to who has joined/renewed
* Determine which tactic at which time of year has the most impact
* Communicate with volunteers the activity and determine if it is a result of their outreach

### Follow up on all outreach effort requests

* Remember to be a resource for all of your volunteers outreach efforts – they may have questions once they get started
* Volunteers may get quite a few leads and provide you with the hand off – follow-up may be needed to complete the transaction or ensure member engagement gets to the next step

### Ask volunteers for feedback

* Determine a clear process for collecting progress and updates from volunteers (i.e. feedback forms, spreadsheets, emails)
* Determine what is working well and what needs fine-tuning
* Identify additional tools needed for success
* Identify need for additional training

### Continually encourage and motivate volunteers

* Send inspirational communications to volunteers showing support of their efforts
* Recognize volunteers publicly and personally for their efforts
* Acknowledge volunteers with plaques, a free meeting, special dinners, in your newsletter, and/or with small gifts
* Encourage volunteers to take advantage of the ADA incentive of a $100 gift card for each new, active member recruited

# Resources

*Reach out to your ADA Client Services Manager for current messaging or download materials from the state and local toolkits posted on* [*ADA.org/SocietyResources*](https://www.ada.org/en/member-center/ada-for-dental-societies)*.*

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Volunteer Team Member Description

|  |  |
| --- | --- |
| job title | Peer-to-Peer (P2P) Outreach Volunteer Team Member |
| Purpose | The P2P Outreach Volunteer Team Member supports their dental society’s peer-to-peer outreach efforts. The program is designed to increase member engagement by leveraging member dentist volunteers to personally reach out to dentists and ultimately invite them to join or renew, creating ownership of and accountability for new member recruitment at the most hands-on level of organized dentistry – the local level. |
| Key Responsibilities | * Personally contact dentists via phone, email or in person.
* Listen to and learn the needs and wants of the dentist and communicate how the national, state and local levels can meet those needs.
* Invite the dentists as a guest to attend a local event and build personal and professional relationships.
* Invite a nonmember to join the society or a nonrenew to renew their membership.
* Follow up and offer to be a resource for future questions or engagements.
* Complete and return the feedback form to the indicated staff person.
 |
| Reports to | Include the title and contact information of the person to whom the volunteer reports. |
| Length of Appointment | Note the time period in which the volunteer will serve. Determine a start and end time for the program.Example: Attempts to reach nonmembers should be completed within a six week period. Follow-up opportunities and engagement may extend beyond the six week timeframe. |
| Time Commitment | Example: The P2P Outreach Volunteer Team Member can expect to spend a minimum of four hours on this effort. This includes a required one hour orientation session. |
| Support Provided | Training will be provided to equip volunteers with the confidence and knowledge to approach and engage nonmembers. P2P Outreach Volunteer Team Members will receive conversation tips, calling templates, member value information, lists of upcoming events and feedback forms. |

Calling Tips and Scripts

Peer-to-peer outreach

### Before the call:

* Prepare. Get familiar with the script that’s been prepared and use it as a guide. Know what you want to achieve from a call and make notes of relevant questions that will help you. Be prepared to change your approach if it isn’t working.
* Try to get something out of every call. Since you’ll be making calls to encourage membership renewal, the first step might just be getting them to become more familiar with their benefits and the overall value of membership. Remember that many members go an entire year without using any of their membership benefits.
* Don't practice on the people you’re going to be calling. Instead, do a warm-up call or two to someone in your office. Having one or two “role-playing” conversations will help make you more comfortable when you’re on an actual call.
* Before you make a call, stop for a moment to think just what you want the call to accomplish. In just a few minutes, you're trying to raise the awareness of the value of tripartite membership. So it’s important to be clear about why you’re calling. Also, remember to be enthusiastic, confident, sincere and courteous. And most importantly, remember to listen.

### During the call:

* Listen! Probably the most important (but often least used) skill when making a call. Whether they choose to join, renew or not, if you listen to what they are telling you, you will get much more out of a call.
* Let the caller hear the “smile” in your voice. And remember, it is not what you say, but how you say it.
* If a call doesn’t go well, don’t feel bad. We’ve all had bad days and that may be the case with the dentist you’re talking to.
* Be aware of how fast you are talking. It’s best to talk clearly and slowly. When you slow down the pace, you’ll come across as clearer and more confident. If you talk too fast, you risk having part of your message missed.
* Never argue with someone you’re calling, even if you personally disagree with something they’ve said. Remain calm and always be polite.
* If you happen to catch the dentist at a bad time, make a note of it (“sounds like I’ve gotten you at a bad time”), apologize and offer to call back a better time. And find out when is the best time to return the call. Your colleague will appreciate this consideration and be more likely to spend more time with you when you return the call.
* Even the best-written script will not be successful unless the voice on the phone presents it well. Thins of the script as a conversation guide. From the opening exchange of words, you try to control the conversation.
* Be ready for objections. Addressing an objection with your own personal membership experience can bring the call to a really personal level … and raise the response rate!
* Understand when it’s best to end the call. Take the time to bring the conversation to a good ending. Regardless of the outcome, thank the person for their time. Do your best to close the conversation in a way that leaves your colleague on the other end of the line feeling satisfied. The favorable impression you leave behind will help to keep the door open for calls (and membership) in the future.
* After saying goodbye, always wait for the person you called to hang up first. This avoids the impression of being too abrupt.

### After the call:

* Take a minute to jot down some notes. This information will be really valuable to the ADA and component/constituent societies as they continually try to better understand the reasons members choose to not renew. Of course, for those who want to join or renew, it’s best to communicate this information to the state society as soon as possible so appropriate follow-up can be done. This step is critical to building better relationships with our members.

# Calling Scripts

### Joining or Renewing

Hello Dr. [Lastname], this is Dr. [Lastname] calling from the [State/Local Dental Association]. I was hoping to spend about 45 seconds with you so I can tell you why I’m calling and then you can tell me whether or not we should continue.

Is that okay?

Thanks. I’m calling today to invite you to join me as a member of [State/Local Dental Association] / because you have not renewed your membership for 2021. The ADA, [State] and your local societies provide lots of benefits you. And many of your benefits have a direct impact on your practice.

Did you know that you are about to lose your membership benefits?

***If “yes” or “no,” probe further to start a dialogue:*** *Tell me more about your membership experience. Where do you find the most value in your membership? What professional challenges do you face that you wish your membership could help with? Are there any things the ADA, or your state or local association could do better (or differently)?*

By joining/renewing your membership, you will have access to a wide range of discounts, networking opportunities, and resources at the National, State, and Local levels. Plus, the American Dental Association is connecting you to a powerful partnership of people and programs dedicated to protecting your career investment and to your professional success. The ADA, [State] and your local dental society can enhance and protect your career investment.

There are also many benefits available at the state and local level. For instance … the [State/Local Dental Association] has done [insert 2-3 achievements].

We’ve been talking for a few minutes now … and I know your time is valuable … do you want to continue?

Thank you. So getting back to why I called, I would like to ask if I can count on you to join/renew your membership this year.

IF YES: Great! I’d like to quickly verify the contact information we have for you. Verify address, phone and e-mail address.

I'll let our state dental association know right away that you want to renew and someone will be in touch with you later today or tomorrow. Is there anything else I can help you with today?

Thanks Dr. [Lastname]. Have a good day.

IF NO: Okay, thanks for letting me know and for taking my call today. You know it would be really helpful to know why you’re not renewing. Would you be willing to share that information with me?

Thanks Dr. [Lastname]. Have a good day.

### Welcoming a New Member or Renewal

Good [morning/afternoon/evening], this is [Your Name] from the [State Dental Association]. May I please speak to Dr. [Lastname]?

##### (IF DENTIST NOT AVAILABLE, ASK FOR A GOOD TIME TO CALL BACK AND DISCONNECT. DO NOT LEAVE VOICEMAIL; WELCOMING SHOULD BE PERSONAL.)

Good [morning/afternoon/evening], Dr. [Lastname]. This is [Your name] from the [State/Local Dental Association]. I’m calling today to thank you for [recently joining/recently renewing] as a member, and to invite you to our next state dental association meeting.

We’d like to suggest that you put [Conference Date] on your calendar. We will be holding our meeting in [City], which is a great opportunity to network with colleagues from around the state and make your voice heard. You can get details on our website at [State/Local Dental Association website URL].

##### (IF ASKED, BE ABLE TO PROVIDE ADDITIONAL INFORMATION ON CONFERENCE COST, CE CREDITS AVAILABLE, ETC.)

We also want to remind you that the [State/Local Dental Association] staff is always ready to help members make the very most of their membership. So, if you have any questions or concerns, just contact us at [000.000.0000]. Would you like me to repeat that?

##### (IF YES, REPEAT. IF NO, CONTINUE)

Again, Dr. [Lastname], our thanks for [joining/renewing], and we hope to see you at an upcoming event. Have a great [day/evening]!

### Check-in (COVID-related)

Hi Dr. [Lastname] My name is Dr. [Lastname] and I’m calling from the ADA and the [State/Local Dental Association]. We’re reaching out to dentists today to check in and talk about the ADA and [State/Local Dental Association]. First of all, how are you?

I don’t know if you have had a chance to look yet, but the ADA has been pivotal in putting together great resources and guidance for all dentists at **ADA.org/virus.** [Option to talk about specific resources or information you found helpful.] Our [State/Local Dental Association] has even more to help you at [State/Local Dental Association website URL].

All of these resources provide answers to help you get safely back to treating patients. Some of the tools on **ADA.org/virus** include:

* Return to Work Interim Guidance Toolkit—it has a printable letter, evaluation forms and practical infection control protocols (this was just recently updated!)
* Informative webinars covering a range of topics including reopening tips, recovery strategies and clinical topics like “Aerosol and the Transmission of Coronavirus”
* Wellness resources to help you reduce stress and anxiety

Tools and resources are added and updated regularly! Now, more than ever, the ADA has your back.

Optional join/renew message to include, otherwise continue to last paragraph:

Most of what the ADA offers about COVID-19 has been made available to both members and non-members. But there are a few new resources on ADA.org/virus that are only available to members:

* The COVID-19 Hazard Assessment guide and checklist
* COVID-19 Patient Return Resource Center, a new suite of tools to help you communicate with patients about what to expect when returning for non-emergency care

Membership in the ADA supports the development of resources like these. And members have access to even more tools and one-on-one support. We’d love to have you join the ADA/renew your membership.

Can we count on your support today?

##### IF YES: Wonderful! Let me quickly confirm your information [Verify address, email, etc.].

Would you like to make a note of your ADA number? With that you can go to ADA.org/MyADA to log in, where you can save your membership card to your smartphone’s wallet for quick reference. You’ll also be able to take advantage of more benefits like setting up your ADA Find-a-Dentist profile and submitting your credentials. Do you have any questions?

We’re proud to count you among this very special community of dental professionals. Our mission is to help dentists succeed and support the advancement of the health of the public. We’ve got your back. You can count on us to continue to advocate for you, your career and the path forward.

Please stay safe and be sure to check out all the resources at ADA.org/virus. Thank you for chatting with me today and for all you are doing on the front lines. Take care and welcome to the ADA!

##### IF NO: We understand you may have been hurt financially by the current crisis. We have, too. We would love to have you as a member, but we can wait for when you are ready and able.

Please stay safe and be sure to check out all the resources at **ADA.org/virus**. Thank you for chatting with me today and for all you are doing on the front lines. Don’t hesitate to reach out to me at [000.000.0000] if you ever want to chat or have questions about membership. Have a great rest of your week!

### Voicemail

Hi Dr. [Lastname]! My name is Dr. [Lastname] and I’m calling from the ADA and the [State/Local Dental Association]. We’re reaching out to dentists today to check in and talk about the ADA and [State/Local Dental Association]. How are you doing? Have you had a chance to check out **ADA.org/virus** yet? There are a lot of valuable resources available to all dentists—and members get access to even more support. Feel free to call me back at [000.000.0000] if you want to chat or have any questions about membership in the ADA. I hope you’re safe and well! Have a good rest of your [day/evening/week]!

### Resources and links

* ADA’s COVID-19 Center: <https://success.ada.org/en/practice-management/patients/infectious-diseases-2019-novel-coronavirus>
* ADA’s Digital Events (some offer CE): <https://success.ada.org/en/practice-management/patients/digital-events>
* SBA Loans: <https://success.ada.org/en/practice-management/patients/small-business-administration-loans>
* FAQ: <https://success.ada.org/en/practice-management/patients/coronavirus-frequently-asked-questions>
* Practice Resources: <https://success.ada.org/en/practice-management/patients/practice-resources>
* Safety & Clinical: <https://success.ada.org/en/practice-management/patients/safety-and-clinical>
* Wellness & Mental Health: <https://success.ada.org/en/wellness>
* COVID-19 Economic Impact on Dental Practices: <https://www.ada.org/en/science-research/health-policy-institute/covid-19-dentists-economic-impact>
* ADA Membership: [https://www.ada.org/en/member-center/renew-ada-membership](https://www.ada.org/en/member-center/renew-ada-membership?utm_source=email&utm_medium=vanityurl&utm_content=sl-societies-renew&utm_campaign=membervalue-covid19)
* Exclusive Offers: <https://success.ada.org/en/practice-management/patients/exclusive-offers>

Engaging Prospective Members

A guide to help with discussions about Member benefits

As a member, you know all about the value and benefits of membership, and we appreciate your enthusiasm for your profession and your desire to help engage future members! When discussing the value of membership with a nonmember, keep in mind that it’s most important to focus on their needs and then share how organized dentistry can support their professional goals.

Tell your story. The ADA and your state and local dental societies provide lots of value to you. Why did you join? What’s the reason you’re a member today?

Ask open-ended questions. Focus on their needs. Find out their specific concerns and address them directly with your own experiences. For example, “What are your major practice concerns right now?” or “What are some things you hope to accomplish in your practice over the next couple of years?” Use many examples and try to relate as much as you can.

Make it easy for them. Have a blank application handy (don’t forget a pen!). Offer to mail a completed application on the new member’s behalf. “Let’s fill this out now and get the ball rolling.” They can also apply online: [**ADA.org/Join**](https://www.ada.org/en/member-center/join-the-ada)**.**

Demonstrate respect. If a dentist sounds uncertain, consider saying “It sounds like you aren’t ready to make a commitment today. I want you to feel good about your decision to join, so here’s an application and my card. I’d like to follow up with you in a week to see if you have any questions I can answer. Is that OK?” If a dentist offers a flat no, consider saying “I completely understand how you feel, maybe now is not the right time. I hope we can stay in touch.”

Be aware of cultural differences and be mindful that *inclusion* means making everyone feel welcomed and valued for their unique qualities and perspectives. Ask if it would be OK to reach out when there’s an upcoming meeting or an event they may be interested in attending with you.

Be sure to say thanks. Send them a short message thanking them for considering organized dentistry and supporting the dental profession. Provide your state or local society with their contact information if they’ve agreed to keep the lines of communication open.

### Conversation Starters

* Be friendly, upbeat, and enthusiastic.
* Be aware of cultural differences and use your tips from the diversity resource in trying to make contact.
* Listen carefully for information the other person is sharing with you — thoughts, opinions, facts and feelings.
* Respond with genuine interest.
* Stay focused on finding out about and getting to know the other person. The bottom line — if you want people to find you interesting put your interest in them!
* Pay special attention to when the other person is ready to move on and end every exchange on a graceful note.

### Persuasive Communication

* Ask open-ended questions.
* Try to discover common areas of interest, and build a rapport. This doesn’t have to feel forced. Try to extend yourself naturally.
* Make the nonmember feel comfortable with you and the conversation. Make eye contact and state your objective briefly.
* Give the nonmember one or two choices rather than a wide range of options when issuing an invitation for membership or contact. Make decision making simpler for the nonmember.
* Anticipate questions and point out alternatives.
* Use many examples and try to relate as much as you can. Consider sharing a story.
* Use pauses frequently. Don’t be nervous. Measured pauses give the nonmember time to offer a thoughtful response.

### Listening Techniques

The next time you have a conversation, try to remember the key words of active listening and their meanings — see if you can use one or more of the words to improve your listening skills.

* **Encourage:** keep the other person talking and convey interest.
* **Clarify:** clarify what was said and get more information.
* **Restate:** restate basic ideas and facts about the conversation in order to show you are listening and to check your interpretation of what is being said.
* **Reflect:** show that you understand how the person feels.
* **Summarize:** review progress in the conversation and establish a basis for continued discussion later.
* **Validate:** acknowledge the conversation happened and that the other person has a right to their feelings and opinions, no matter the outcome.

Good listening goes hand-in-hand in coping with objections nonmembers and nonrenews have to membership. Listening to objections and acknowledging what is being said may be a first step toward understanding and coming to “common ground.”

### Tips for effectively overcoming objections to membership:

* Know your member benefits so you can clearly communication them to nonmembers who have questions. Many times, nonmembers have a perception of an issue that may be incorrect.
* Realize if a benefit is tangible or intangible. Whether tangible or intangible, see if the benefits that are valuable to you or a potential member save time or money or meet a need.
* Emphasize this savings or value of membership in your interactions with nonmembers. A good technique to try is to “frame a picture” in the nonmember’s mind of how membership may meet their needs, so they may see the benefits for themselves. We all want to feel a sense of pride in our investments and purchases.
* Don’t be discouraged. Educating potential members and nonrenews about the benefits of organized dentistry is an ongoing process.
* Know your audience. Not everyone’s needs are the same. Be sure you have done your homework so that you can minimize objections.

# Overcoming Objections: Scenarios

It’s helpful to anticipate the problems or concerns of a nonmember or nonrenew before your initial contact. The following examples will help you begin to focus on some potential objections to membership that may be expressed. Not everyone’s needs are the same. Be sure you have done your homework so that you can minimize objections.

### Example Objections and Responses

##### “Membership is expensive and dues are too high.”

Example questions:

* “Why do you feel membership is too expensive or dues are too high?”
* “Membership in (local), (state), and ADA provides excellent value for your dollars. What kinds of programs and services are you interested in?”

Example benefit statements:

* If they are a recent graduate, be sure to let them know about reduced national dues. Members pay $0 their first year out of school.
* ADA members get an extra 0.25% interest rate discount when they refinance their student loans through [Laurel Road](https://www.ada.org/en/member-center/ada-for-new-dentists/manage-my-debt/ada-laurel-road-student-loan-refinance).
* Eligible members can apply for life, disability, office overhead expense, hospital indemnity and critical illness [insurance](https://www.insurance.ada.org/) at competitive group rates.
* Save for retirement. Explore the [ADA Members Retirement Program](https://ada.equitable.com/) including 401(k) plan designs, fixed and variable annuities and an array of investment options.

Example language:

“I understand why you might think that membership is expensive/dues are too high. In fact, I once wondered the same thing myself. But then I broke down my membership dues and I realized that it was $X per month, or $Y per week. I spend more on each week than I do on membership, and yet membership offers me so many benefits, such as and .”

##### “I don’t need to join to get benefits, so why pay?”

Example questions:

* “What benefits do you take advantage of?”
* “What problems or concerns do you have about your practice or situation that you feel is not being addressed? We might be able to help.”

Example benefit statements:

* There’s strength in numbers. The broader the base of our support, the better able we are to [aggressively lobby](https://www.ada.org/en/advocacy) for the interests of dentists nationally and at the state and local level.
* Get the latest in [evidence-based dentistry](https://www.ada.org/en/science-research). Access the most current clinical practice guidelines, watch how-to videos and find the answers you need quickly.

Example language:

“When you say that you don’t need to join to get the benefits it sounds like you’ve already identified some of the benefits of membership. What benefits do you enjoy? What would you do if you had to reproduce that benefit on your own, without the ADA?

##### “The ADA/State/Local doesn’t meet my needs.”

Example questions:

* “Organized dentistry works on your behalf. What kinds of programs and services are you interested in?”

Example benefit statements:

* Note: Refer to your national, state and local marketing brochures for additional benefits and resources.
* [COVID-19 Resources](https://success.ada.org/en/practice-management/patients/infectious-diseases-2019-novel-coronavirus?utm_source=wuw&utm_medium=email&utm_content=cv-cdc-advocacy-vaccination&utm_campaign=covid-19). Find resources and guidance to help dentists navigate this unprecedented time for their practices, staff and patients.
* [ADA Member Advantage](https://www.adamemberadvantage.com/). Get exclusive discounts for you and your practice including Mercedes-Benz, UPS®, practice finance loans from BMO Harris Bank, credit card processing from Chase, and more.
* [Travel Benefit Program](https://www.ada.org/en/member-center/member-benefits/travel-benefits). Enjoy a well-deserved break and save on your next vacation with discounts on rental cars, cruises and hotels.
* [ADA Find-a-Dentist](https://www.ada.org/en/member-center/update-your-find-a-dentist-profile). Help patients find you by keeping your Find-a-Dentist profile up-to-date and patient-ready.
* [Legal publications for your practice](https://www.ada.org/en/member-center/member-benefits/legal-resources). Better understand your dental provider contracts and navigate legal resources.
* [Center for Professional Success](https://success.ada.org/). Find tangible information and resources to help you succeed in practice and life.
* [ADA Library and Archives](https://www.ada.org/en/member-center/ada-library). Members have access to an array of services and resources – from help conducting research to document delivery, our expertise will point you to the most relevant journal literature and databases to benefit your dental practice and career.
* [ADA Publications](https://www.ada.org/en/publications). Award-winning and well-respected, *ADA News*, *The Journal of the American Dental Association (JADA)*, and *Dental Product Guide* give members an edge by supplementing their knowledge and experience.
* [ADA Catalog](https://ebusiness.ada.org/productcatalog/default.aspx). Members receive discounts on a wide array of patient education materials, professional resources and personalized products.
* [ADA CE Online](https://ebusiness.ada.org/education/default.aspx). In addition to discounts on individual courses, members can save on a one-year, all-access subscription to the entire ADA CE Online catalog. Every course is available on-demand at any time and all CE credits are stored in your online transcript.
* [ADA Practice Transitions](https://www.adapracticetransitions.com/). Get expert guidance on your next career transition, whether you’re looking to enter or leave a dental practice.

Example language:

“You say that the ADA doesn’t meet your needs. It sounds like you and I are looking at organized dentistry and drawing two different conclusions. I’d like you to tell me more so I can better understand your point of view — what needs would you like for organized dentistry to address?

### Thank you for your time, talent and dedication to reaching out to your colleagues! A growing ADA means greater recognition for the dental profession, more resources and support for members, and a louder voice in Washington and in state capitols across the country.

Telling Your Story

Sometimes the best way to make a personal connection with those you are reaching out to it is share your own story. Take time to think about your membership journey and be prepared to talk about some of your own experiences. You may find you have quite a bit in common!

Dig deep and think back; why did you join? Try to dig beyond – “it was the thing to do at the time.”

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Has there ever been a time you thought about not renewing? If yes, what made you overcome that?

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What is valuable to you as a member? Has that value proposition changed over time?

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What is something personal about your membership you would like to share with others?

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Live Action Training

Situation #1 – The lunch date

### Ask for 2 volunteers

Dr. A: Dr. A is a general practitioner who has been chairman of the local society’s membership committee for one year.

**Dr. B:** Dr. B is a young dental graduate who has never been a member of organized dentistry.

### Setting

Dr. A and Dr. B have never met. After reviewing the information provided on the contact card, Dr. A calls to invite Dr. B to lunch next Wednesday, in hopes of convincing Dr. B to attend an upcoming local dental society meeting.

### The Beginning

Dr. A: (Dials the number and waits for an answer)

**Dr. B:** “Hello?”

Dr. A: “Hello. Is this Dr. B?”

**Dr. B:** “Yes it is. Who’s calling?”

Dr. A: “My name is Dr. A, a dentist in a group practice on the West Side. Maybe you know who I am.”

**Dr. B:** “Sure, you’re on Main Street aren’t you?”

Dr. A: “Yes I am. I just called to invite you to lunch next Wednesday.”

**Dr. B:** “Let me check my schedule (flips through papers). It sounds okay to me. Any special reason you want to get together?”

Dr. A: “I thought we might talk about organized dentistry.”

#### Improvisation: Volunteers take it from here!

Live Action Training

Situation #2 – The Dental Seminar

### Ask for 3 volunteers

Dr. A: Dr. A is a general practitioner who has just been appointed to his local association’s membership committee.

In the process, Dr. A has been learning more about what organized dentistry can do for a member.

Dr. B: Dr. B is a recent dental graduate who is a member of organized dentistry. However, because of a busy schedule, Dr. B attends local society meetings sporadically.

**Dr. C:** Dr. C is also a recent graduate in the community. Dr. C is not a member of organized dentistry, and is only interested in paying back dental school loans.

### Setting

Doctors A, B, and C are attending a seminar on infection control, led by a local dental school professor. During a break, the doctors get together to talk.

### The Beginning

Dr. A: “Dr. C, I’m surprised I’ve never met you before. Where do you practice?”

**Dr. C:** “I work at the XYZ dental clinic.”

Dr. A: “Really? Are you a member of the dental society?”

**Dr. C:** “No, for now I just want to focus on paying back my loans.”

Dr. A: “You should consider joining.”

Dr. B: “I don’t know about that. I’m a member this year, and I’m lucky if I get to a meeting once every three months.”

Dr. A: “Yes, but look at the benefits you get as a member!”

**Dr. C:** “Really? What are they?”

#### Improvisation: Volunteers take it from here!

Live Action Training

recruitment call: The wrong way

### Ask for 2 volunteers. Below is an example of how not to make the call. Instruct the audience to look for missed opportunities as they’re listening to the script.

Dr. Smith: Hello. This is Dr. Smith.

**Dr. Jones:** Hello, Dr. Smith, this is Dr. Chris Jones. I practice across town.

Dr. Smith: Hi Chris. What can I do for you?

**Dr. Jones:** Well, I’m on the District Dental Society’s membership committee and I was just wondering if you would like to join the society. We’d like to have you, but it’s up to you.

Dr. Smith: Thanks for the call, Chris, but I’m not interested right now.

**Dr. Jones:** Well, I, uh, you know we have lots of benefits.

Dr. Smith: I know that membership is fine for some people, but I don’t think joining the society will help me and my current needs.

**Dr. Jones:** You never know until you try. Now, how about if I give you one more chance. I could send you an application.

Dr. Smith: No thanks. I’ve got too many things to think about with my new practice to even think about getting involved with the dental society. I already get more mail than I can read, and I think that –

**Dr. Jones:** Wait a minute! Membership is more than a journal!

Dr. Smith: I just meant that I don’t have any free time or extra money to join the society.

**Dr. Jones:** Oh well, it never hurts to ask, you know.

Dr. Smith: Thanks for calling anyway, Chris.

**Dr. Jones:** Right, uh, before I let you go, do you have any questions about the society?

Dr. Smith: No.

**Dr. Jones:** OK, I’ll talk to you later.

Dr. Smith: Goodbye.

#### recapt: so, did you notice any missed opportunities? let’s talk about them…

Training Scenario Cards

Practice makes perfect, but being perfect isn't necessary with peer-to-peer outreach. The goal is to feel comfortable and confident when communicating with peers. Use these cards to review possible scenarios you may encounter when speaking with dentists and figure out how to best navigate each conversation.

Middle-aged male

In private practice for 22 years

# Has been on-again, off-again member depending on the location of the ADA Annual MeetingFemale

# Recent graduate

# Hygienist for 12 years before going to dental school

# Married; small amount of debt Looking for an Associateship

# Female graduate student

# Will finish postdoctoral program in one year

# Looking for a group practice to share overhead expenses

# High student debt

# Minority male

# Recent graduate

# Just started working as an employed dentist

# Thinking of going back to school to specialize

# Foreign-trained male

# Practiced overseas for 10 years

# Just licensed in the U.S. six months ago

# Looking for an associateship

# White female

# Private practitioner

# Works part-time to spend more time with family

# Has been practicing three years

# Can’t justify the cost of membership

# Minority male

# Just graduated from dental school

# Married to a private practitioner who’s been a member for three years

# Going into practice with his spouse

# White male

# Private practitioner

# Married; just had first child

# Spouse works full-time

# Minority female

# Working in a group practice with three other dentists

# Out of school for five years

# “Doesn’t need another journal”

# Male faculty dentist

# Teaching full-time for 15 years

# Joined organized dentistry once before but did not see value

# Receives benefits through dental school

# Minority female

# Private practitioner for 11 years

# Has never joined because doesn’t think organized dentistry meets her needs

# Attended a meeting once and didn’t feel welcome

# Female

# Recent graduate

# Hygienist for 12 years before going to dental school

# Married; small amount of debt

# Looking for an Associateship

# White male

# Private practitioner in an urban community Member of AGD; receives CE from study clubs

# Doesn’t see benefit of membership because he’s doing fine without it

# Minority male

# Recent graduate

# Just started working as an employed dentist

# Thinking of going back to school to specialize

# Female

# Recent graduate

# $250,000 in student loans

# Married one year ago

# Looking to buy a practice

Outreach Feedback Form

Please complete this form when you engage with a dentist

Your name: Click here to enter text. Date/time: Click here to enter text.

Dentist contacted: Click here to enter text.

What was the outreach intent? [ ]  Renewal [ ]  Reinstatement [ ]  First-time joiner [ ]  Engagement

Did the dentist indicate they want to join or renew/reinstate their membership? [ ]  Yes [ ]  No [ ]  N/A

If no, please indicate the reason he/she has chosen not to join or renew/reinstate their membership:

Please indicate if any of the member’s contact information has changed:

Please include any other information gathered during the conversation: