



# Section Challenge Guidelines

The IFT Section Challenge is a friendly competition among sections designed to engage section leaders and provide relevant tools to increase section membership while at the same time, rewarding the top section participants with a \$500 grant to be used toward scholarships, speakers, or section events.

## Why Should Your Section Participate?

By participating, your section will potentially expand your membership and increase the network of members at local events. As an added incentive, your section could receive a \$500 grant that can be used to boost your scholarship program or enhance your educational offerings for encouraging your members to renew and new members to join.

## Guidelines

- The top three sections with the highest percentage membership increase and the top three sections with the highest membership renewal rate will be rewarded with a \$500 grant to use towards your scholarship program or to enhance your educational offerings.
  - For the purposes of this competition:
    - The highest section percentage membership increase will be determined by comparing your September 1, 2016 section membership count with your section membership count as of May 31, 2017.
    - The highest section membership renewal rate will be determined by calculating your section's cumulative renewal rate between September 1, 2016 and May 31, 2017.
    - To be eligible, the section must be in good standing and must send at least one example of an outreach effort recruiting new members, encouraging existing members to renew, or encouraging lapsed members to reinstate by May 31, 2017 to [sections@ift.org](mailto:sections@ift.org).
- Winners will be announced on June 16, 2017.

## Rewards

- Each winning section will receive \$500 to be used towards the scholarship program, speaker, or event of their choice.
- Prizes will be distributed by June 30, 2017.

## Questions?

For more information regarding this program, please contact Mike McCarthy at [mmccarthy@ift.org](mailto:mmccarthy@ift.org) or +1.312.604.0229.