



## INTRODUCING SAFE'S 2010 MEMBER GAME PLAN™



Dear SAFE Member,

I'd like to introduce you to SAFE's 2010 membership drive campaign. We're calling this the Member Get-a-Member Plan (The GAME PLAN™) because we're relying on **YOU** to reach out and recruit new members in your local area. This is a simple yet effective way for you to help SAFE grow and will further validate the investment in your organization's [Mission and Vision](#).

Following are a few highlights of this ambitious program:

- Incentive-based:
  - Every new member you enlist will result in a \$2.00 credit toward your next SAFE renewal
  - Acknowledgment of your efforts on the SAFE website
  - [Grand prizes](#) from SAFE sponsors for our top three recruiters
- The Challenge: Enroll 500 new SAFE members by AirVenture
- Limited time only: The GaMe Plan™ expires on July 5th, 2010

### ***YOUR HELP IS CRITICAL TO SAFE'S GROWTH!***

SAFE is member-driven and our success depends on a proactive membership. If every SAFE member recruited just one new member apiece, we would achieve our goal. But the more members you bring in, the greater your chances of winning one of our fantastic grand prizes! We have prepared a Recruiter's Package to give you everything you need to participate in this important campaign, including:

- Top Five Reasons to Join SAFE
- Testimonials from SAFE members on the value and importance of membership in SAFE
- Tips for Recruiting new SAFE Members
- A GaMe Plan™ Recruitment Checklist
- Other Resources to make your recruiting efforts easier such as a Membership Application, E-mail Template, Recruiter's Log w/ checklist, and Brochure

Should you have any questions or suggestions, email us at [membership@safepilots.org](mailto:membership@safepilots.org) where the Membership Growth Committee is standing by to help you.

With your participation, this is a wonderful win-win opportunity for everyone. Time is short, so don't wait; have a look through the enclosed materials and start recruiting new members today! You can also download information and forms from <http://safepilots.org/GaMe-Plan>.

On behalf of the SAFE Board of Directors,

Doug Stewart, Chair  
Society of Aviation and Flight Educators

# TABLE OF CONTENTS

## Within this document

- [GAME PLAN™ Grand Prizes and Eligibility Requirements](#)
- [Top Five Reasons to Join SAFE](#)
- [2009 Year in Review](#)
- [Testimonials – Why I Joined SAFE](#)
- [Tips for Recruiting New SAFE Members](#)
- [E-Mail Template](#)
- [How to Fill Out Your Name for Credit](#)
- [Blank SAFE Membership Application Form](#)
- [Recruiter's Checklist](#)
- [Blank Recruiter Log Sheet](#)

## Available from SAFE's website

- [E-Mail Template](#) (customizable Word doc)
  - [Brochure](#) (PDF)
  - [Membership Application Form](#) (PDF)
- 

## GAME PLAN™ CALENDAR

- **Monday, March 1, 2010** – GAME PLAN™ Membership Drive Begins
- **Monday, July 5, 2010** – GAME PLAN™ Membership Drive Ends – Mail in Your Recruiter Log Sheets on or before this date!
- **Thursday, July 15, 2010** – Last Day for Recruiter Log Sheets to be Received by SAFE in order to Qualify for the Grand Prizes
- **Thursday, July 29, 2010** – Grand Prize Winners Announced during SAFE's Dinner-Meeting in Oshkosh, WI



## GAME PLAN™ GRAND PRIZES AND ELIGIBILITY REQUIREMENTS

In addition to a **\$2.00 CREDIT** toward your next SAFE renewal for each new member you have enrolled by the cutoff date, SAFE's top three recruiters will win the following prizes:

### First Place Winner:



#### **Lightspeed Aviation Zulu Headset!**

Suggested Retail: \$850.00

Sponsored by: Lightspeed Aviation – [www.lightspeedaviation.com/](http://www.lightspeedaviation.com/)

Matt Mathias – [MMathias@lightspeedaviation.com](mailto:MMathias@lightspeedaviation.com), 800-332-2421

Lightspeed is also sponsoring SAFE's Booth at SNF – *Thank you Lightspeed!*

### Second Place Winner:



#### **Garmin Nuvi 765T Car GPS!**

Suggested Retail: \$349.99

Sponsored by: Avionics Specialists LLC – [www.avspec.aero](http://www.avspec.aero)

Jerry Stooksbury – [JStooks@AvSpec.aero](mailto:JStooks@AvSpec.aero), 970-203-0505

Jerry is the 2009 National Avionics Tech of the Year – *Thank you Jerry!*

### Third Place Winner:



#### **The Ultimate FIRC Package!**

Suggested Retail: \$199.85

Sponsors:

Online FIRC – Aviation Supplies & Academics (ASA) – [www.asa2fly.com](http://www.asa2fly.com)

Mike Lorden – [mike@asa2fly.com](mailto:mike@asa2fly.com), 800-426-8338

Stall/Spin book – Rich Stowell – [www.richstowell.com](http://www.richstowell.com)

[rich@richstowell.com](mailto:rich@richstowell.com), 800-869-6627

GPS and WAAS book – Max Trescott – [www.maxtrescott.com](http://www.maxtrescott.com)

[info@siflight.com](mailto:info@siflight.com), 650-224-7124

ASA, Rich, and Max are SAFE Corporate Supporters – *Thank you all!*

In addition to the three Grand Prizes, all recruiters who have enrolled new members by the cutoff date will automatically be entered into a random drawing to be held during SAFE's dinner-meeting at Airventure 2010.

### **Random Drawing Prizes (as of March 1, 2010):**



#### **AirClassic's HS-1A Headset!**

Suggested Retail: \$149.95

Sponsored by: Aviation Supplies & Academics (ASA) – [www.asa2fly.com](http://www.asa2fly.com)

Mike Lorden – [mike@asa2fly.com](mailto:mike@asa2fly.com), 800-426-8338

ASA is also a SAFE Corporate Supporter – *Thank you ASA!*

#### **GAME PLAN™ Recruiter Eligibility Requirements:**

1. The GAME PLAN™ is open to SAFE members only
2. In order for recruiters to receive credit and be eligible to win a grand prize, the prospective members must join SAFE no later than **July 5th, 2010**
3. All credits and prizes are final and are not redeemable for cash
4. Winners do not have to be present to claim prizes



## TOP FIVE REASONS TO JOIN SAFE

### **Reason #1: SAFE is a Member-Centric Organization**

- Members democratically elect 100% of the Board of Directors
- All Directors are held accountable to the membership
- Members have a say in governance and other activities
- No other comparable organization comes close to this governance model!

### **Reason #2: Our Exclusive Member Benefits**

- Discounts available from nearly two dozen corporate partners
- Members Only Forum – interact with other members across the spectrum of aviation topics
- Members Only Library/Wiki – browse or contribute to this unique repository of information
- Breakfasts, dinners, and other special activities for members
- *Coming in 2010* – a comprehensive CFI Liability Insurance Program
- *Coming in 2010* – Mentoring Program for member-educators
- The only organization of its kind currently offering such an array of member benefits!

### **Reason #3: The Ability to Promote Yourself through the SAFE Website**

- Your listing included in SAFE's state-by-state online database
- Your profile included in SAFE's directory of "Member Profiles"
- Your events and news considered for posting in the "Calendar of Events" and "News" areas
- Increase your credibility/visibility as an expert by contributing to our Forum and our Library
- The only organization of its kind to provide so many other ways to promote yourself!

### **Reason #4: Support, Promotion, and Defense of Members' Interests**

- SAFE presence at major fly-ins and other aviation events
- A proud sponsor of the General Aviation Awards Program
- Active on the FAA GA Joint Steering Committee
- Cessna-approved provider of the "Safety Stand Down" FIRC
- Supporter of the Master Instructor Continuing Education Program™
- Collaborator with the FAA Safety Team (FAASTeam) and others in the industry
- Respondent to NPRMs and other issues that affect members

### **Reason #5: Aviation Educators Worldwide are Welcome at SAFE**

- Open to anyone involved or even interested in aviation education on any level
- Recognition that "aviation education" is far broader than just flight instruction
- The only organization of its kind where different aviation education disciplines can interact and coordinate their efforts!



## THE SOCIETY OF AVIATION AND FLIGHT EDUCATORS

### 2009 – THE YEAR IN REVIEW

**T**wo distinct paths emerged in the SAFE organization-building process: infrastructure and outreach. *Infrastructure* represents the underpinnings, the basis under which SAFE is able to conduct business now and in the future. *Outreach* represents the services, benefits, and products the organization provides to the membership in particular, as well as its contributions to the broader aviation community. Both paths are critical for the long-term viability of such an organization. Our first year was necessarily heavy on infrastructure, yet SAFE made significant progress on outreach as well. The following summarizes key SAFE accomplishments to date:

#### **INFRASTRUCTURE IN 2009**

- Founding Documents Generated:
  - Articles of Incorporation
  - Application for 501.c.3 Tax Exempt Status
  - Bylaws
  - Vision and Mission Statements
  - Code of Ethics
- Standing and Special Committees Formed:
  - Affiliation/Sponsorship
  - Audit
  - Awards
  - Branding and Marketing
  - Communications
  - Finance
  - Governance
  - Library Editorial Review
  - Membership
- Website Deployed:
  - Procured domain names *safepilots.org* and *safepilots.us*
  - Designed SAFE's first and second generation websites, moved to a new server
  - Hired a Webmaster
- Other Activities Undertaken:
  - Opened SAFE bank and merchant accounts
  - Established a SAFE membership database
  - Designed and generated SAFE member welcome letters and ID cards
  - Created SAFE's first promotional brochure and a Powerpoint/Flash presentation

## **OUTREACH IN 2009**

- Member Benefits Offered:
  - Discounts from numerous corporate supporters, including:  
Aircraftlogs.com, Artful Flying, ASA, BMC Subscriptions, Bose, Brightline Bags, Coradine Aviation Systems, Enflight.com, Flightcom, Flightprep, GANews, Gleim, Hilton Software, Jeppesen, Lightspeed, Master Instructors LLC, MS Aviation, Qref, Rich Stowell, Sporty's, Surecheck
  - Member Profiles on the SAFE website
  - Member listings in the "Find a SAFE Educator" online database
  - Members-Only access to online educational materials and resources
  - Open participation in governance and organizational activities
- Members Recognized:
  - Posthumously honored Sparky Imeson for contributions to aviation by designating him SAFE Member #001
  - Bestowed the first Honorary Membership to centenarian pilot Captain Joe Grant
  - Awarded plaques of appreciation to Platinum Charter Members
  - Established the Founders Award and other awards of appreciation
  - More than 100 SAFE members, friends, and supporters participated in our inaugural dinner-meeting during AirVenture 2009 (sponsored by Northwest Insurance Group, Starr Aviation Solutions, and Sporty's)
- Letters of Understanding Signed:
  - FAA FAASTeam
  - Master Instructors LLC
- Notices of Proposed Rulemaking (NPRMs) Addressed:
  - Submitted substantive commentary to the FAA concerning "Pilot in Command Proficiency Check and Other Changes to the Pilot and Pilot School Certification Rules"
- Aviation Events Participated in by SAFE:
  - Women in Aviation Convention
  - Sun-n-Fun
  - AirVenture
  - AOPA Summit
- Collaborative Efforts Undertaken:
  - A sponsor of the General Aviation Awards Program
  - Seated and participated as a Member of the FAA GA Joint Steering Committee
  - Qualified to provide Cessna's FAA-approved FIRC, "Safety Stand Down"
  - SAFE members with Master Instructor designations approved to provide articles for *Flying* magazine's eNewsletter "Pilot Tips"
- Promotional Efforts Realized:
  - Many News Releases issued to the aviation media throughout the year
  - Numerous podcast interviews conducted with SAFE leadership
  - Various safety seminars presented and articles published by SAFE members
  - Established a presence on Facebook

Comparable organizations have taken years (if not decades) to accomplish what SAFE has done in its first year. But this clearly does not suggest that SAFE is done! We still have much to do, and 2010 promises to be another very busy year. For example, SAFE has already signed Letters of Understanding with Cessna Aircraft Company to sponsor our website, Lightspeed Aviation to sponsor our booth at Sun-n-Fun, and IMC Clubs to promote mutual support of common interests. Other initiatives are scheduled for implementation in 2010 as well, including:

- Achieving 501.c.3 Tax Status – Q2, 2010
- Offering our members flight instructor liability insurance – Q1, 2010
- Hosting Cessna "Safety Stand Down" FIRC's – Q3/Q4, 2010
- Developing an Instructor Mentoring Program – Q3/Q4, 2010
  - In collaboration with the Hampton University Department of Aviation, a proposal has been submitted to the Wolf Aviation Fund to develop a unique mentoring program for SAFE member-instructors that could potentially benefit all new instructors. We should learn about the status of the proposal by spring, 2010.
- Creating the Members-Only Library / Wiki – Q2, 2010
  - A Library Editorial Review Committee (LERC) has been established. Committee members are developing and will soon implement review standards for materials solicited for/submitted to the SAFE Library. Additionally, a unique Wiki is being developed as a portal to Web-based aviation information and resources.
- Deploying a new SAFE Forum – Accomplished on 25 January 2010!
  - Our first Forum was a free service provided by a third party. As such, that forum had limited features and contained considerable advertising. A new, moderated Forum with more robust features (and without all the advertising) was deployed on 25 January 2010.
- Launching a Membership Drive – March 1, 2010!
  - An incentive-based challenge will be issued to SAFE members to recruit new members. Materials to meet such membership goals are in development.
  - This members-bringing-in-members drive may also catalyze formation of local SAFE Chapters.
- Producing a Radio Program – sometime in 2010
  - SAFE has been offered and is researching the development of a SAFE radio show to be broadcast periodically over the Internet.





## TESTIMONIALS

SAFE Members are given the unique opportunity to provide [Member Profiles](#) for posting on the SAFE website. Here are the responses from a few of our members to the all-important question:

### WHY DID YOU JOIN SAFE?

- Because I believe that we need an aviation education organization that is committed to focusing its energy on improving the skills of the members and the competence and confidence of the people we train. – *M. Phillips, CA*
- Networking ... I'm developing an aviation career strand program for my school district.  
– *M. Felske, MI*
- To belong to an organization whose interest is to promote the education of aviators.  
– *D. Kaye, CA*
- To be among the movers and shakers in aviation education ... those who freely give back to aviation to improve piloting skills and aviation safety ... those who realize that the long-term success of students, and thus of aviation as a whole, begins with instructors. – *R. Stowell, CA*
- I feel it's important for flight instructors to unite under a member-centered organization to promote safety and professionalism in our industry. When I saw the dedicated professionals that were involved in SAFE, I knew it was a good group to be involved in. – *S. Vande Voorte, IA*
- To be part of an association that creates resources and support for instructors plus creates change and believes in professionalism. – *M. Bassanesi, Italy*
- I am truly impressed by the efforts and accomplishments of SAFE.... The desire to be a member centric organization is the main draw. SAFE has earned the respect of many big names in aviation and that says a lot... – *J. Runner, CA*
- I wanted to be part of an organization that represented me. – *N. Zucker, FL*
- I believe SAFE is bringing a new level of professionalism and pride to being an aviation educator.  
– *R. Hempel, TX*
- There's always so much more to learn and do. – *J. Painter, WA*
- I wanted to be part of an organization that respects my input and is responsive to my needs. SAFE has just been phenomenal in such a short time. It's a privilege to be associated with this distinguished group of flight educators. – *M. Davis, MN*
- I joined SAFE because I am committed to becoming the best flight educator that I can be. I want to be a true educator not just an instructor. I also want to surround myself with respected educators whose actions inspire me to become a better teacher. – *J. Shorey, TX*



## TIPS FOR RECRUITING NEW SAFE MEMBERS

- Think back to when you first became involved in SAFE. What attracted you? How did you hear about the group? Why have you stayed involved? Use these answers to recruit others. Be positive; keep the focus on SAFE and its uniqueness; talk about the [Vision and Mission Statements](#) that guide the organization.
- Identify who you think might be interested in joining, e.g., those you work with; those who work at your airport or at nearby airports; those who attend the same meetings or presentations.
- Decide the best way of contacting colleagues to discuss what SAFE has to offer them. Let them know that SAFE welcomes and embraces their talents and interests. Here are some suggested ways to contact prospective members, listed in order of effectiveness:
  1. **Face-to-Face**
  2. **Phone calls**
  3. **E-mail** – See the [E-mail Template](#) provided in this Recruiter's Package
  4. **Class** – hold one with interested colleagues, walk them through the process of joining SAFE, and with enough people form a nucleus of SAFE members that could become a local Chapter.
- Re-familiarize yourself with the benefits of belonging to SAFE (see [Top 5 Reasons to Join SAFE](#)) and emphasize the “value” and not just the “features” of membership. Share SAFE's 2009 achievements and 2010 initiatives (see [2009 Year in Review](#)).
- Use the resources provided in this Recruiter's Package and on the SAFE website (<http://safepilots.org/GaMe-Plan/>). If you have any questions or suggestions, please contact Julie at [membership@safepilots.org](mailto:membership@safepilots.org).
  - Make copies of the member application form to hand to prospects. Have your name and SAFE number already filled out in the “referred by” line so that you get the proper credit.
  - Keep membership applications and brochures in your flight bag, airplane, car, office or flight school, and anywhere else for easy access when you need them.
- Be proactive in getting prospective new members to fill out their applications on the spot. Help them to fill out the paper application, or to submit an online application. It's amazing how simply asking for what you want will often yield positive results.
- Follow up with those you have given applications to, but who may not have responded.
- Send a “thank you”, and encourage the new members to participate in the GAME PLAN™ by recruiting their own new members.
- Think of this as a great opportunity to get to know someone new or get reconnected with an old colleague.



## E-MAIL TEMPLATE

Dear \_\_\_\_\_,

This message is a personal invitation for you to consider becoming a member of the Society of Aviation and Flight Educators (SAFE), the only professional organization that embraces all aspects of aviation education. SAFE's purpose is simply stated:

Vision Statement: SAFE is a member-centric, professional organization for aviation educators. SAFE facilitates the professional development of aviation educators; it seeks improved learning materials for all aviation students, and a safer aviation environment.

Mission Statement: SAFE seeks to create a safer aviation environment through enhanced education. SAFE provides aviation educators with mentoring, support, and professional accreditation. By providing quality educational materials and other resources, we seek a reduction in aviation accidents, increased professionalism among aviation educators, and lifelong learning by everyone involved in aviation.

As a SAFE member, you will enjoy discounts from nearly two dozen corporate supporters. You will also have **members only** access to informational resources and promotional opportunities not available through other comparable organizations. To learn more about SAFE, please visit the website at <http://www.safepilots.org> or feel free to contact me by return e-mail.

I would be happy to walk you through the membership application process or to answer any questions you may have. If you choose to join using SAFE's online application, please be sure to type in my name and SAFE number in the "Referred by" line – that way I'll receive recognition from SAFE for encouraging you to join this excellent organization.

Thanks!

Your First and Last Name  
SAFE # 0000



## FILLING OUT YOUR NAME TO GET PROPER CREDIT

To ensure that you receive credit for enrolling new members and for an accurate count towards one of the top recruiter grand prizes, we ask you to be sure that your information appears correctly in the referral lines of [Membership Application](#) forms as well as on your [Recruiter Log Sheets](#). Here are some tips:

- Print your name and SAFE Member ID # on brochures and application forms ahead of time. If you are also a new SAFE member and have not yet received a Member ID #, please insert your phone number instead. This will help us identify you in the SAFE database.

### Example: Bottom Section of Membership Application Form

Additional Information			
Preferred/Nickname			
Teaching Credentials (CFI, MEI, MCFI, etc.)	If no SAFE # yet, insert your phone #		
Areas of Specialization			
Your Website URL			
New Member Referred by	John Smith	SAFE #	9999

Please mail completed application to: **SAFE, Inc.**

### Example: Recruiter Log Sheets

SAFE GaMe Plan™ Recruiter Log Sheet		
Recruiter Name:	John Smith	
SAFE Member #	9999 (or phone #)	If you do not have a Member # yet, insert your phone number so we can properly identify you in the SAFE database

### Example: Brochure "Referred by" Line

PREFERRED OR NICKNAME \_\_\_\_\_

TEACHING CREDENTIALS (CFI, MEI, etc) \_\_\_\_\_

SPECIALIZATIONS \_\_\_\_\_

YOUR WEBSITE (URL) \_\_\_\_\_

Referred by/SAFE# **John Smith/9999 (or phone #)**

**SAFE ANNUAL MEMBERSHIP**



# SAFE MEMBERSHIP APPLICATION

**New**                      **Renewing (SAFE # \_\_\_\_\_)**

Billing Address		Shipping Address (if different)	
Name		Name	
Company		Company	
Address		Address	
City		City	
State		State	
Country		Country	
Zip Code		Zip Code	
Phone		Phone	
E-mail		E-mail	

Regular*	Supporting Memberships*			
	Bronze	Silver	Gold	Platinum
\$45/yr	\$100/yr	\$250/yr	\$500/yr	\$1,000/yr
_____ per year x _____ years			<b>Total =</b>	_____

Payment Method	
Credit Card Type (circle one)	Visa    MC    Disc    AmEx
Credit Card Number	
Exp. Date (MM/YYYY)	
3-Digit Code (back of card)	
Name on Card (if different from above)	
<b>Date:</b>	<b>Signature:</b>
<b>Check or Money Order: Please make payable to <i>SAFE, Inc.</i></b>	

Additional Information	
Preferred/Nickname	
Teaching Credentials (CFI, MEI, MCFI, etc.)	
Areas of Specialization	
Your Website URL	
<b>New Member Referred by</b>	<b>SAFE #</b>

**Please mail completed application to:**  
**SAFE, Inc.**  
**c/o Virtual Accounting Services**  
**P.O. Box 29**  
**Drummonds, TN 38023**

\* For a current list of Member Benefits, see [www.safepilots.org/join-safe/](http://www.safepilots.org/join-safe/). Additional benefits apply to Supporting Memberships.



## THE GAME PLAN™

### RECRUITER'S CHECKLIST

The following page is a blank Recruiter Log Sheet where we are asking you to record the names and join dates of the new SAFE members you have recruited. Please keep the following in mind as well:

#### 1. Using the Log Sheets

- Please print legibly
- Fill in your name and SAFE # (if no SAFE # yet, please insert your phone number)
- Take Log Sheets, Member Applications, and Brochures with you wherever you go
- These sheets will be used to determine our top three recruiters and grand prize winners

#### 2. No Later than July 5, 2010

- Make copies of all your Log Sheets for your records!
- Fill in the below information:

Your Name: \_\_\_\_\_

SAFE Member #: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Total Number of New Members You've Recruited: \_\_\_\_\_

- To be eligible for one of the GAME PLAN™ grand prizes, you must mail this page and your Log Sheets on or before July 5, 2010 to:

SAFE GAME PLAN  
c/o Brian Robbins  
P.O. Box 493  
Columbus, NJ 08022-0493

## SAFE GAME PLAN™ Recruiter Log Sheet

Recruiter Name:				
SAFE Member #		If you do not have a Member # yet, insert your phone number so we can properly identify you in the SAFE database		
New Member Name (print legibly)	City	State	Date Joined	New Member Signature