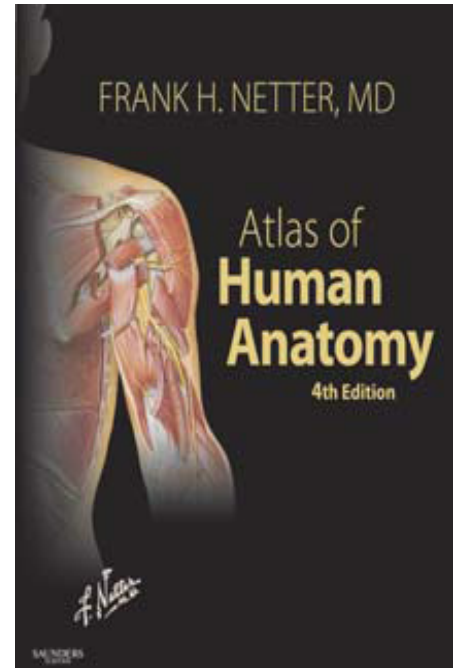


# AMSA'S BANK OF AMERICA 2009-2010 PROGRAM

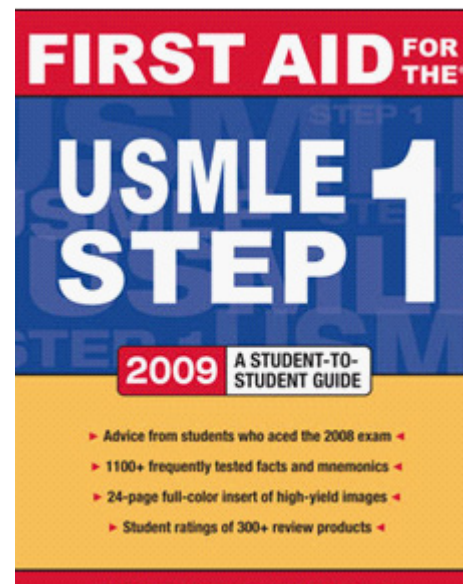
AMSA and Bank of America (BAC) are pleased to bring you an exciting program for U.S. medical members. Each newly registered AMSA member (May 1, 2009 - Nov 30, 2009) who elects to apply for the AMSA/Bank of America's credit card online will receive a **FREE** gift of their choice; either a *Netter Atlas of Human Anatomy* or a *FREE First Aid for the USMLE Step 1*. The following materials will make this program easy to understand and easy to run.

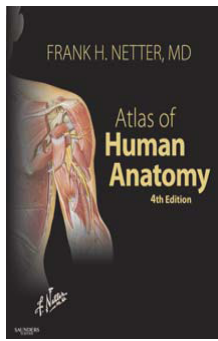
## CONTENTS IN THIS MAILING

1. Directions
2. AMSA/BAC Confirmation Sign-In Sheet
3. Several self-addressed, prepaid envelopes for returning completed AMSA applications, BAC confirmations and AMSA confirmations to the AMSA National Office
4. A sample of both the AMSA confirmation and the BAC confirmation.
5. BAC 4-panel flyer with the credit card link.  
(To be given out with the AMSA application)
6. Top 10 Reasons You Should Join AMSA
7. BAC Program FAQ

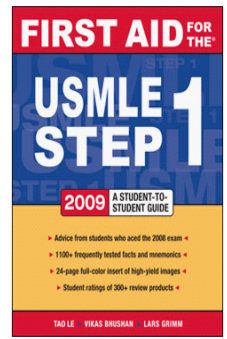


**OR**



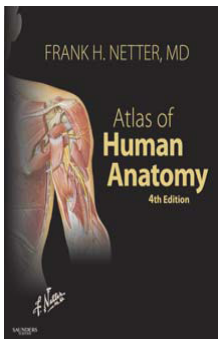


# AMSA'S BANK OF AMERICA 2009-2010 PROGRAM



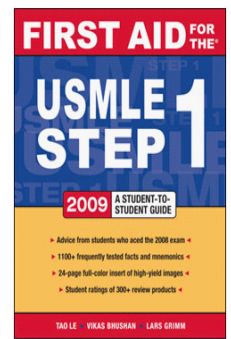
## THE “HOW TO’S”

- 1. Sign the “Document of Understanding” DOU and return.** Either fax it to (703) 620-5873 Attn: Vicki; mail it to: AMSA, Attn: Vicki Martel, 1902 Association Dr., Reston, VA 20191; or e-mail a signed scanned copy to [vmartel@amsa.org](mailto:vmartel@amsa.org).
- 2. Receive Your Netter Atlases.**
  - Netters will be shipped to the address you provide on the DOU approximately two weeks prior to the orientation date provided on the DOU.
  - The number of Netters you receive upfront will be determined at the national office based on historical recruitment at your chapter and cannot be redetermined due to limited stock of this item.
  - After receiving these books: open each carton **within two days** of receiving to verify that the quantity matches that in the email you receive from AMSA, and that there are no damages. If the quantity is not the same or there are damages, contact Vicki within these same two days at [vmartel@amsa.org](mailto:vmartel@amsa.org) / 1-800-767-2266. Have a description of the damage (water, ripped, etc.). Vicki will give you instructions on how to file a claim. Ultimately your chapter is financially responsible for all books so be sure to contact us within two days.
- 3. Distribution of First Aid for USMLE Step 1.**
  - The First Aid for USMLE will be shipped directly from the vendor to the qualifying new AMSA member. Instructions for redeeming will be provided.
- 4. Promote your recruitment to incoming students.** You should hang up posters around your school with your name, email, the date and location of your recruitment. Continue to promote the program and advertise via email, class announcements, etc.
- 5. Prepare for recruitment day.** Be organized. Make sure you have a table, pens, staplers and staples, tape, access to computers connected to printers, a copier and your chapter sign-in sheets and enough people there to help out with recruitment.
- 6. Hold recruitment.** Create an orderly process with people assigned to specific tasks. There should be a few extra people who can talk about AMSA, your local chapter projects and answer questions. Be sure to be supportive of the AMSA/BAC credit card as it offers a low interest rate, reward points and supports AMSA in its mission.



# AMSA'S BANK OF AMERICA 2009-2010 PROGRAM

We recommend you choose one  
of two options for recruiting  
new members



**OPTION 1: Hold recruitment over a two day period during a recruitment fair.**

Day 1—There are two items you must hand out during your recruitment:

(1) the AMSA membership application or show them the AMSA web address on the application so they can join AMSA online ([www.amsa.org/join](http://www.amsa.org/join)) and (2) the BAC 4-panel flyer. Explain to the student that they need to apply for the AMSA/BAC credit card online at [www.amsacreditcard.com/](http://www.amsacreditcard.com/). After they submit the online credit card application, they will automatically be directed to a BAC confirmation sheet.

The student **MUST** print a copy of this BAC confirmation sheet and return it to you on Day 2 of your recruitment, along with the AMSA membership application and dues payment or a printed copy of their AMSA membership confirmation sheet (from the online form). Make sure students know when to come back to your recruitment table (date and time of day 2) with their AMSA membership application and dues payment or AMSA membership confirmation sheet **AND** printout of the BAC confirmation sheet. Everything must be handed in together for verification purposes.

**PLEASE NOTE:** For both the online AMSA membership confirmation sheet and the BAC confirmation sheet, once they are gone from the computer screen, the student will no longer be able to access them.

Please stress the importance of the student being connected to a printer when applying for the AMSA/BAC credit card or applying for AMSA membership online.

Day 2—There are two items you must collect.

(1) the completed AMSA membership application with dues or the AMSA membership confirmation sheet and (2) the BAC confirmation sheet. Dues can be in the form of a check or verify Visa/MasterCard/American Express number & expiration date to their card; (Visa, MasterCard & American Express are accepted). Paper clip checks to the application.

\*Please see step 6 for verification procedures.

**OPTION 2: Hold recruitment in one day. You **MUST** have Internet connections and printers connected to printers available. Make sure that the computers accept cookies.**

Set up several computers at your recruitment activities fair **OR** set up your activity near your school's computing center. **YOU MUST HAVE:** Enough computers to accommodate new students in a timely manner, computers connected to the Internet, computers connected to printers, a copier and at least one chapter officer assigned to trouble-shoot computer problems. Also, check to make sure the computers accept "cookies."

Have the student complete an AMSA application and either provide a check or Visa/MasterCard/American Express number and expiration date as payment **OR** have them join AMSA online at [www.amsa.org/join](http://www.amsa.org/join). Make sure to tell them that if they go the online route, they **MUST** print out and bring to you the automatic popup AMSA membership confirmation sheet showing they've joined.

Now have the student apply for the AMSA/BAC credit card online at [www.amsacreditcard.com](http://www.amsacreditcard.com). After they submit the online credit card application, they will automatically be directed to a confirmation sheet. The student **MUST** print a copy of this confirmation sheet.

AMSA membership application & dues payment or AMSA membership confirmation sheet and BAC confirmation sheet must now be collected and verified by you in order for the student to be eligible.

\*Please see step 6 for verification procedures.

## 1. Before you hand a Netter Atlas to a student you must do the following:

- Collect a completed, signed AMSA membership application with the dues payment or a printed AMSA confirmation sheet (generated when a student joins AMSA online) from the student. If these are unavailable a legible copy of the membership card with date of membership visible or dated membership welcome letter (email) is acceptable. Dates should be checked.
- Collect the printed BAC confirmation sheet from the student. A copy of the credit card with account number blacked out but the active date visible is acceptable. Dates should be checked.
- Verify that the name and address on the BAC confirmation sheet and the AMSA confirmation/application are legitimate names and addresses for that student.
- Have the student sign the Sign-in Sheet\* (this provides you with a record of who received a Netter).
- Place the AMSA membership application with payment or the AMSA membership confirmation page and the BAC confirmation page into one of the self-addressed postage paid AMSA envelope. Student is now officially eligible to receive a Netter. \* There are two places where students have to sign acknowledging receipt of their free Netter. One is on the AMSA membership application/confirmation sheet and the other is on the designated Sign-in sheets that you mail back to AMSA.

## 2. Before handing out the instructions to redeem First Aid USMLE Step 1:

- Follow the collection and verification instructions for handing out the Netter.
- Have the student sign the Sign-in Sheet\* before (this provides you with a record of who received the First Aid USMLE Step 1).
- Collect and Make a copy of the BAC confirmation to return to student with the instructions for redeeming the First Aid USMLE.
- If the student has completed an AMSA application with dues this must be placed into one of the self-addressed postage paid envelopes and mailed immediately. Verification of AMSA membership is required prior to shipping of USMLE.

## 3. Mail three items to AMSA: 1) AMSA application with dues or membership confirmation 2) BAC confirmation sheet. (3) Copy of your Chapters Sign-In sheet.

- Applications and confirmation pages must be mailed immediately after recruitment is conducted, either on day 2 of the two-day recruitment or immediately after your one-day recruitment drive. Place all AMSA membership applications with dues payments (paperclip checks to applications), or if students joined AMSA online place the AMSA membership confirmation sheets, along with the Sign-In Sheets and BAC confirmation sheets into an AMSA self-addressed, postage-paid envelope, seal it and place it in the mail immediately.
- Please mail applications immediately! AMSA's Rebate Promotion ends on December 31, 2009. Again, please do not hang onto the applications. If you have an additional recruitment days or as you have additional recruits that participate in the AMSA/BOA promotion, please use a new Sign-in Sheet and a new prepaid return envelope.
- Books given out must be accounted for with an AMSA membership application (with dues) or AMSA membership confirmation sheet and a BAC credit card confirmation sheet for each student. Your chapter is ultimately responsible for the books, and all books not accounted for by the number of AMSA membership applications and BAC confirmation sheets received or by returns, will be deducted from your chapter's rebates at the rate of \$79.95 per Netter and \$44.95 per First Aid USMLE Step 1 book.

## 4. Return extra books at the end of the promotion. All extra Netters should be returned by December 31, 2009 to the national office. Payment of your rebate check will not be processed until your Netters have been accounted for by your chapter. Your chapter will be held financially responsible for any extra books not returned by December 31, 2009.

- Email/call Vicki at [vmartel@amsa.org](mailto:vmartel@amsa.org) /1-800-767-2266 with the total number of Netters and the total number of boxes they will be shipped back in. Vicki will mail you pre-paid return labels and the return information within a few days. Please note that you can return any excess Netters at any time, you do not need to wait until after the Jan. 31 promotion deadline date.
- Make a copy of your Chapter Sign-in Sheet and keep it for your chapter's records. Mail the original Chapter Sign-In Sheet back to AMSA. Use one of the envelopes provided or mail to: AMSA, Attn: Vicki Martel, 1902 Association Drive, Reston, VA 20191.

## 5. Ordering Additional Netters

- If your chapter runs out of books, your chapter officer will need to contact Vicki at [vmartel@amsa.org](mailto:vmartel@amsa.org) /1-800-767-2266 to order more. Requests made before Noon of any given day will be shipped that same day and you should receive them in 5 - 7 business days. Set up a time and place to meet with the students who did not receive a book during your original recruitment drive. When you meet, collect both their AMSA application with dues or AMSA membership confirmation sheet and their BAC confirmation sheet. Verify all information as outlined in step #6 above, then you can give them their book.

## 6. Confirmation Sheet Didn't Print

- If a student forgets to print out a confirmation sheet or provide accepted confirmation, it will delay the process in distributing the Netter to the student. Contact Vicki at [vmartel@amsa.org](mailto:vmartel@amsa.org) /1-800-767-2266 with the students name, address, school and phone number.

## 7. Questions?

- If you have any questions during the recruitment process about AMSA or this special promotion, please call the AMSA membership department at 1-800-767-2266 or call your regional director or a board member.