



JOIN THE PARTY!
BECOME AN MLA AMBASSADOR

MLA AMBASSADOR MEMBERSHIP PROGRAM – REFERRAL MADE EASY

Thank you for growing the power of MLA advocacy and community building efforts. Our 2021 goal is 200 new MLA members and you can help! Identify 5 friends or cottage neighbours and we provide the tools to make it easy for you promote MLA membership. MLA members who successfully sign up a minimum of 5 new members will be recognized in MLA publications – reach 10 new members and you will also be invited to an MLA AMBASSADOR RECEPTION recognizing significant contributions by our Members. *

Next Steps & Tools

1. Begin by inviting 5 friends and neighbours to an upcoming MLA public event or activity – for example to participate in a survey, or an upcoming webinar.
2. Next, personalize the Ambassador Referral introductory email template and send it to 5 friends and neighbours. Optionally, you could combine steps 1 and 2.
3. Follow up with a phone call and personalize the script to suit your own style.

STEP 1: MLA UPCOMING EVENT

Modify to your own style and send this as a personal text or email to 5 friends. (Include video link of our most recent webinar. [Video Recording of Staying Safe on the Water](#))

Text or Email

Hello Friend/Neighbour,

Thought you might find this MLA sponsored event of interest! [Video Recording of Staying Safe on the Water](#)

STEP 2: MLA AMBASSADOR INTRO EMAIL

Simply personalize and send to each of 5 friends or neighbours whom you think would benefit from MLA membership.

Below Email to Copy and Paste / Personalize

Dear Friend/Neighbour

The Muskoka Lakes Association (MLA) would like to add your voice to our advocacy and community building efforts. We represent residential waterfront property owners and their interests as we work to preserve Muskoka for present and future generations.

How? We monitor water quality, work to protect our shorelines against unsustainable development, and advocate at district and local governments to ensure our members' interests are represented fairly and that tax dollars are spent wisely. We also host summer events such as the Aquatic Regatta, Sailing Regatta, summer seminars, Seedling Day and raise money for the MLA local student Bursary program -- all of which strengthen our community. With your membership we can be even more effective in these and other roles and make our voice better heard and respected.

We report progress on our work to members through regular newsletters, seasonal bulletins, such as the spring FloodWatch, and timely news blasts for urgent information. We also publish an annual yearbook. The MLA is the oldest cottager association in North America and all our activities are staffed by volunteers who share our mission. The cost is just \$150 annually per family.

I'd be happy to speak with you any time about the MLA and the benefits of membership. If you're ready to join, please call the MLA office at 705 765 5723, or check out our website where you can view our recent publications, sign up for our upcoming webinar and register to be a new member! Please [click here](#) to be directed to our Membership Referral Page.

Thanks for your time, I'll look forward to seeing you on the water!

STEP 3: SCRIPT TO GUIDE YOUR FOLLOW UP CALLS

After you've completed steps 1 & 2, make this script your own as you call each of the 5 friends or neighbours whom you think would benefit from MLA membership.

Sample Phone Script

Good afternoon/evening,

_____ here - it's been a while since we've seen you on the water - how have you and your family been doing through this strange COVID time we are in?

Chit chat may ensue...so go with the flow!

I'm following up on the email I sent you – as you may know, I've been an MLA member for over X years, I am a volunteer director/committee member and I wondered if you've ever considered adding your voice to The Muskoka Lakes Association (MLA) advocacy and community strengthening efforts?

(Yes)

Thank you, that's great news. I'll send you the online sign-up information right away. Does that work for you? (If online does not work, suggest direct line to MLA by calling 705-765-5723)

(NO – not interested in the MLA)

Hey no pressure. Is there any particular reason the MLA is not for you? I only ask because we are working hard to make sure we meet the needs of waterfront property owners and any feedback would really help us with that.

Thanks very much – look forward to seeing you this summer!

***given their leadership positions within the MLA, Board members are expected to actively participate in recruiting members including the Ambassador membership recruiting program and as such are not eligible for the recognition program set out above.**

Features and Benefits of the MLA – Feel free to make suggestions!

Features	Benefits	Benefits
Monitor Water Quality	Great way to meet people	Good for the environment
	Get to know the lake	Great way to get teens involved
Protect shorelines against unsustainable development	Provide resources to help you	
	Fund to assist precedent setting cases	
Host Summer Events		
Seedling Day	You can help the environment	
Aquatic Regatta	Meet new friends	
Sailing Regatta	Meet other kids	
Antique Boat Show(bi-annual)	Socialize	
MLA AGM	Hear from the Board	
Webinars & Seminars	Hosted throughout the year	
Floodlevels	Ideal for new cottagers	
	Refresher for seasoned cottagers	
	Real time water levels	
Regular Communications		
ShoreLines	Quarterly Newsletter	
NewsBites	Stay informed monthly on what is going on in Muskoka	
FloodWatch	Help with water level impact	
Annual Yearbook		
E-blasts on News you Need Now	Timely information	