



We can't afford to take this slice of paradise for granted

We need even more voices to help the Muskoka Lakes Association fulfill its vision of protecting Muskoka for all generations to enjoy and value. Prospective members are more likely to be persuaded to join the MLA by someone they know and trust – and that's you!

Become an MLA Ambassador!

As part of our collective effort to double MLA membership, we invite you to be an MLA Ambassador and sign up five new members. We have developed three pathways, plus helpful tools to support your recruitment efforts.



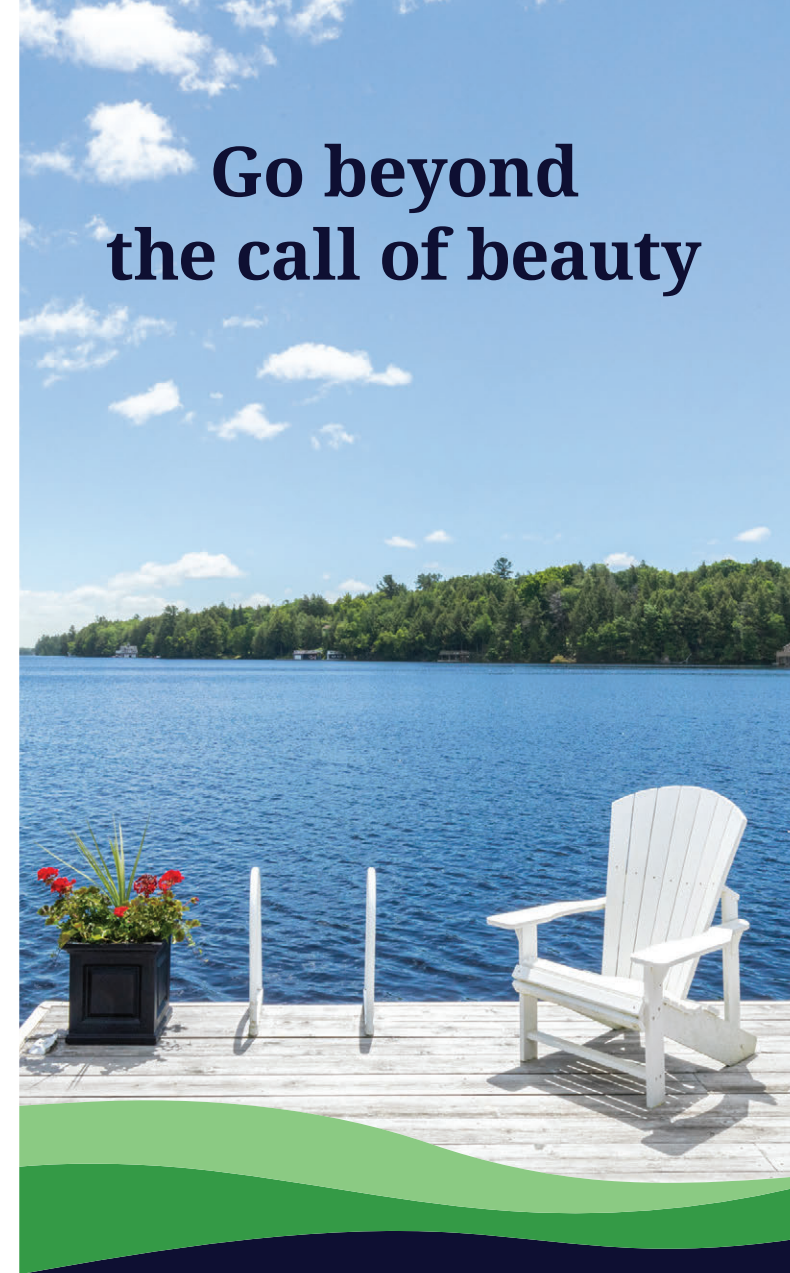
How we make a difference and bring value to MLA members!

- ▶ Since 1894, the MLA has advocated for responsible stewardship and enjoyment of the unique environment of Muskoka.
- ▶ In recent municipal elections, candidates identified and endorsed by the MLA were successfully elected.
- ▶ We mobilize 100 trained volunteers four times a year to measure and monitor water quality throughout Muskoka.
- ▶ The MLA supports a variety of community events, including our annual aquatic regatta, sailing regattas, and winter curling bonspiel.
- ▶ Since 1991, over 50,000 seedlings have been distributed via the MLA Seedling Day to remediate shorelines and wooded areas.
- ▶ The MLA devotes thousands of hours preparing for and appearing at meetings and hearings in support of member land use concerns.

mla.on.ca
Muskoka Lakes Association
FOR ALL GENERATIONS



Go beyond the call of beauty



mla
Muskoka Lakes Association
FOR ALL GENERATIONS

There is strength in numbers.
As members of the Muskoka Lakes Association,
please help us increase our numbers and
make our collective voice even stronger.



Path A

Talk to friends and neighbours

Start with those you know and with whom you share a love of Muskoka. Follow our step-by-step guide below to prepare. You can drill deeper on individual steps by using our handy resources at mla.on.ca/ambassador

- ▶ Brainstorm names you know
- ▶ Develop a message tailored to your own style
- ▶ Engage prospects in conversation
- ▶ Lead them to additional resources
- ▶ Refine your message



Path B

Participate in MLA Events

Join us at the MLA booth at Farmers' Markets, Boat Shows, Seedling Day and other events. Be part of a team with other MLA volunteers and watch them in action. New families you welcome as MLA members during an MLA event will be attributed to you. Find out more details at mla.on.ca/ambassador



Path C

Encourage fellow members

Current MLA members are a great source for new members. A conversation can happen anywhere – at a dinner party, on the links, or during a chance encounter at the marina.

Seize the opportunity

When you meet up with other MLA members, explain the MLA's goal to double its membership within five years.

Make the request

Ask them if they would be willing to attract a family or two to join the MLA.

