



ASDA 2010 Information Drive

Last February, ASDA held our first information drive in an effort to collect updated mailing AND email addresses of our members. We asked each of our chapters to make a concerted effort to collect addresses of their members and send to us by a specified deadline. For their efforts, each chapter received \$100. The first two chapters that submitted updates for 90% of their members received an additional \$200.

We had 24 chapters participate last year, but it is important that we have correct contact information for ALL our members so you receive your benefits, such as our publications and our monthly Word of Mouth e-newsletter. On a monthly basis, we receive bins of returned mail due to the bad addresses we have on file for our student members. In addition, we only have 10,000 out of 17,000 members' emails. Therefore, we need your help in improving this!

ASDA will hold our second annual information drive sometime in February 2010. Watch for more details in your in-boxes. We hope that you will participate in this year's drive to earn money for your chapter and improve our communications to our members!

For more information, contact Danielle Bauer, Chapter Relations Manager, at Danielle@asdanet.org or (800) 621-8099, ext. 2826.