

# Run a Successful MAA Company Campaign in 3 Easy Steps

Once your company agrees to run a MAA campaign and selects a MAA Company Captain (a MAA member who volunteers to help promote MAA within their company), email us at [MAA@mba.org](mailto:MAA@mba.org) to execute in 3 easy steps.

		
<b>MAKE YOUR PLAN</b>	<b>LAUNCH YOUR MAA CAMPAIGN</b>	<b>COMPLETE YOUR MAA CAMPAIGN</b>
<p><b>MBA STAFF</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Schedules a kick-off call</li> <li><input type="checkbox"/> Provides roster of current and expired MAA members</li> <li><input type="checkbox"/> Shares MAA graphics and sample communications</li> </ul> <p><b>MAA COMPANY CAPTAIN</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Provides MAA roster to their HR team to vet</li> <li><input type="checkbox"/> Identifies new prospective MAA members</li> </ul>	<p><b>MAA COMPANY CAPTAIN</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Emails vetted employees to join/renew MAA memberships</li> <li><input type="checkbox"/> Tracks MAA signups</li> <li><input type="checkbox"/> Personally calls or emails those who don't respond and explains benefits</li> </ul> <p><b>MBA STAFF</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Always available if you have questions</li> </ul>	<p><b>MAA COMPANY CAPTAIN</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sends updated MAA member list to MBA staff</li> </ul> <p><b>MBA STAFF</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Uploads updated MAA member list into MBA database</li> <li><input type="checkbox"/> Sends new MAA members MAA newsletter, Calls to Action and other advocacy communications throughout the year</li> </ul>

## Keep up the Good Work!

Company Captains should run an annual MAA enrollment campaign, promote increased participation from their peers in MAA Calls to Action and engage their company in other MBA advocacy programs throughout the year.

JOIN MAA AT [MBA.ORG/MAA](http://MBA.ORG/MAA)