

Volunteer Lead Generation

The Rules

- The competition is only open to volunteers
- A lead is defined as one named contact associated with one organisation
- Leads are to be submitted through the specific lead capture form
- Volunteers can submit as many leads as they like in a session
- A new form must be used for each individual lead
- New leads are those that are qualified by the inside sales team as organisations where we currently have zero (0) members
- Any submission to this competition does not qualify for MGM or related promotions
- The Individual winner will be based on **total number of NEW members recruited by the Sales Team** as a result of your qualified new leads by midnight on 31/12/19.
- The Area Association winner will be based on **% increase of NEW members recruited by the Sales Team** as a result of the qualified new leads by midnight on 31/12/19.

WHERE CAN A NEW LEAD COME FROM?

Be as creative as you can with the content that you want to include. There are so many ways that you can engage with your audience, so try to include a mixture of content ideas throughout the year (where possible).

Below are a few ideas to get you started:

- Civil Service
- Public Sector
- Local Authority/Council
- NHS Trust
- Ministry of Defence
- HM Armed Forces
- Probation Service
- Emergency Services (Police, Fire Service, Ambulance)
- Museums
- Schools
- Universities and Colleges
- Academy Trusts
- Housing Associations
- HM Prison Service
- In fact, anyone working for the civil service or public sector!

UPDATES

At the end of each month we will publish league tables showing the top 5 in each of the Individual and Area Associations competitions, along with an individual email to all AA's with your monthly running total to keep you up to date on how you're doing. We will also announce the monthly cinema tickets prize draw winner at the end of each month.

WHEN

The competition starts on 3 July 2019

Competition closes 31 December 2019.