

April 25, 2018

Greetings!

It's important that I take a moment to send my personal thanks to you for the work you put into organizing and managing your chapter's activities. And on behalf of the AAW Board and everyone in the headquarters office, we express our deep appreciation for the ongoing support you give to AAW.

Based on renewal rates and the personal stories that reach us, it's clear that the best way to keep people at their lathes and enthusiastic about woodturning is through engagement at the local chapter level together with the AAW's educational services.

A year has passed since we launched the limited time, half price AAW membership offer to chapter members who had never been AAW members. We viewed the promotion as a worthwhile and successful undertaking. Over that three-month period, 900 people took advantage of the discount and joined AAW.

Now, as their membership renewals come due, I request your support to help us encourage them to stay involved with AAW. All I ask is for you to offer a friendly reminder about renewing with AAW during an upcoming chapter meeting. And if your chapter has a website and/or newsletter, a reminder using those channels would also be extremely helpful.

By mid-summer we will let you know how many overall renewals we obtain. Thank you for any efforts you provide to getting word out about renewing with AAW.

Warmly,

A handwritten signature in black ink, appearing to read 'Phil McDonald', with a stylized flourish at the end.

Phil McDonald
Executive Director

