

I. Script for Delegate recruitment

Who among us utilizes scripts in their office? Our dental team knows that when I enter the treatment room, I expect the information broken down so that it is easy for the patient to follow, interact, and accept treatment. So why not use the same approach to recruitment, whether it is for your delegation or local dental society program.

Is it, "Please join our delegation by giving of your time to help the MDA and dentists? Its one day out of your practice and a Saturday. The time preparation is perhaps 25 hours over the course of a year. We listen to speeches, elect the board and the members who want to go to the ADA meeting, and discuss issues that are somewhat important to us, but mostly for other doctors. If you are at annual session anyway, how about you join us."

While this contains some important details, it perhaps is lacking in the key motivators that would cause someone to sign up.

To paraphrase Ken Blanchard, let's explore some benefits of shared thinking. List why you are a house member. How do you describe your duties to someone else? Be honest. How can you describe this in the most exciting manner possible?

"I'm here today John to appeal to your sense of community and action. How would you like to learn of activities that benefit us as dentists in the early stages or be cautioned about regulatory action on the horizon? Bringing a voice to our member's concerns so that policies may be discussed and adopted will help dentists succeed and provide for the care of the people of Michigan can be intriguing and rewarding. It involves attention to detail, organization of your time, and commitment to learning. But hey, you're a dentist, and isn't that who we are? At the annual meeting there are opportunities to build relationships with dentists from all over the state, as well as presentations that make you proud to support the MDA subsidiaries. Oh, we also have social activities including great food and of course beverages. I know that you have the care and charisma to be a fantastic MDA delegate. Can I count on you to join our delegation team or perhaps get you some more information on being a delegate?"

Other suggestions from the group that evening include:

"I think that you would be really good for this."

Praise their strengths.

""This is a really good opportunity to get involved and make a difference."

"I need your help."

"Can you do half the job?"

One on contact and having a mentor can really help with recruitment for the MDA delegation.

"We need your help. We need your expertise."

"It's easier than you think."

"It's very rewarding."