

# **CASTO Sustaining Member Membership Contest 2009- 2010**

**Here is a plan to get some new  
companies into the Sustaining  
Members group in CASTO!!**



**The Sustaining Members in CASTO are the vendors that do business with us every day in our great state of California. So why are 75% of them from out of state? Every school district does business with local vendors: fuel vendors, tire vendors, etc... all over the state, and not one of them is a member of CASTO. This membership drive is to correct that oversight, and get these folks into the fold, and have them support the school districts that support them by joining CASTO, and helping us to promote and grow safe transportation for the kids in California! We'll take out of state vendors too, we aren't picky. So here is the plan:**

**What's the plan called: DO BUSINESS WITH A MEMBER TODAY!**

**Targets: Any vendor doing business with you**

**Plan: Get them to join CASTO as a Sustaining Member for \$250 annual membership fee**

**Contest Timeline: December 1, 2009 to March 1, 2010.**

**The Incentives for the Vendors: See the attached sheet. If they can't figure this out, you might need a new vendor.**

**The Incentives for YOU: What do I need incentives for, I bleed yellow! You're getting them anyway. Here is the program:**

- 1. If you are a CASTO member, each Sustaining Member you sponsor gets you a \$25 Gift Card. An application with a check gets you the card of your choice.**
- 2. If you are NOT a CASTO member, you can take the Gift Card, OR**
  - A. Official member with up to \$44,999 salary- 2 Sustaining Members gets you a Free Membership for yourself, and a \$5 Gift Card**
  - B. Official member with \$45K to \$59,999 salary- 3 Sustaining Members gets you a Free Membership for yourself, and a \$15 Gift Card**
  - C. Official member with over \$60,000 salary- 3 Sustaining Members gets you a Free Membership for yourself.**
  - D. Professional/ Associate members- Two Sustaining Members gets you a Free Membership for yourself, and a \$20 Gift Card**
  - E. Retired/ Student members- One Sustaining Member gets you a Free Membership for yourself, and a \$5 Gift Card**
- 3. The winning Chapter gets a check for \$1,000.00.**

**Gift cards mailed out monthly, and the winning chapter is announced at the Conference!**

**Please make sure that you name is on the Sustaining Member's app you sponsor!**

**Please contact Matt Essex, Sustaining Member Rep, with questions. His email is [messex@a-zbus.com](mailto:messex@a-zbus.com). Thanks and good hunting!**