

Membership Committee

Power of 1 – 2025 Membership Recruiting Reward Plan

Revision: 1 May 2025

Overview

The Power of 1, originally developed by C/C Ernie Marshburn, SN during his tenure as Chief Commander in 2006, is one of America's Boating Club's 2025 national recruiting initiatives. It encourages every member to recruit at least one new member during the year. By engaging with friends, family, marina neighbors, and fellow boating enthusiasts, members play a vital role in building a stronger, more vibrant club community. This program rewards individual recruiting efforts and introduces a new squadron-level incentive, reinforcing our shared commitment to growth.

Program Objectives

- Encourage grassroots membership growth across all squadrons.
- Recognize and reward individual members for successful recruitment.
- Support squadrons that demonstrate exceptional engagement.

General Eligibility *Full conditions on next page*

- Open to all members of America's Boating Club. *Including apprentice and Woman Certificate Holders.*
- New members must have a join/certificate date between **01 June 2025, and 30 November 2025**

Tracking

- New members will receive a short referral questionnaire by email after HQ processes their application.
- If they don't respond, Squadron Membership Chairs (per IMIS) will get a list of recent members who didn't complete the referral questionnaire.
- MemCom will update the referral tracking sheet on USPS.org by the 15th of each month for the prior month.

Points Earned for Member Recruitment

Points	Action
2 pts	<i>Individual Member</i>
3 pts	<i>Family Membership</i>
1 pt	<i>Reinstatement (1+ year lapse)</i>
1 pt	<i>Transfer from Cyber Squadron to Local Squadron</i>

Individual Member Rewards

Points	Reward	Description
1 pt	<i>Free Registration</i>	National Annual Meeting registration is free for both the new member and their recruiter.
2 pts	<i>Power of 1</i>	America's Boating Club Power of One Pin
4 pts	<i>Branded Koozie</i>	America's Boating Club Branded Koozie.
10 pts	<i>Embroidered Hat</i>	America's Boating Club Branded Embroidered Hat
20 pts	<i>Branded Cup/Tote Bag</i>	America's Boating Club Branded Cup or Tote Bag

Top 5 Recruiters Nationwide

Will be recognized in The Ensign, at the 2026 Annual Meeting, and receive special rewards.

Squadron-Level Incentive: \$500 Event Grant

To further encourage squadron-wide participation, the top two squadrons will each receive a \$500 grant as reimbursement for a member-focused event (such as a dinner, social, or recruiting celebration).

1. Squadron with the highest percentage of members who recruit at least one new member.
2. Squadron with highest total number of new members recruited by the squadron.

Grant Details:

- The grant is a reimbursement of up to \$500 for a squadron membership event.
- Events must be submitted for approval to the National Membership Committee (MemCom) in advance to qualify.
- Reimbursement will be processed upon submission of receipts and proof of the approved event.