

ANA Outreach at Coin Shows

ANA DISTRICT REPRESENTATIVE



As we are adding many new District Representatives, I will be drafting helpful step-by-step guides. This one is for arranging a complimentary ANA table at upcoming coin shows and table manning. All DRs who are not dealers, are asked to man at least two coin shows per year.

ORGANIZING THE ANA'S PRESENCE AT COIN SHOWS

- Visit coinzip.com or google, upcoming coin shows in your area
- Check with other DRs in your state to coordinate whether any of them are planning to go to that show too. Phone numbers can be found in the DR area of money.org
- Reach out to the show chairman and request an 8-foot table on the bourse floor. If there is no room, then ask for a table by registration
- Once you have permission, please send in an outreach package request to membership@money.org (*see additional note below) Send the email request at least 30 days before the show
- If you do not have an ANA tablecloth, send in an email request to [Donna Frater dfrater@money.org](mailto:Donna.Frater@money.org))

RUNNING AN EFFECTIVE ANA TABLE: RULES AND RESPONSIBILITIES

An outreach package should NOT be ordered unless you are going to man the table. The cost of producing and shipping an outreach package is expensive. As there is no engagement when a table is unmanned, it does the ANA little good. Additionally, we have learned the number of new membership forms sent in from an ANA unmanned table is negligible.

- Please set your table up during that morning's dealer set up. All DRs should spend most of the show behind their table engaging with collectors and asking if they would like to become members. It does not look good if the DR is late for the show or leaves very early.
- Be sure your name and ANA number are noted on the DR 15% off ANA membership form you will use to sponsor new members. Each DR will receive a master copy of the DR 15% off membership form. Please print out 30 or 40 for each show.



- Place membership forms on the table and add one to each copy of *The Numismatist*.
- If the collector who comes up to the table takes an application form but does not sign up at the show, remind them they need to use the form to receive the 15% discount.
- This DR sponsored membership data is shared with the Board of Governors and the Advisory Council so please be sure to use your DR membership form when signing up new members.
- For the small number of you who do not want your name in the sponsorship area, please type in District Representative Program as the sponsor.
- Bring enough cash with you to make change as many new members will pay in cash when filling out and returning the membership form to you.
- When the show is over, you can keep the cash collected and write out a check to the ANA for the appropriate amount and mail it to the ANA along with the completed membership application forms. Be sure to have enough postage on the envelope.
- Keep the tablecloth for future shows.

For those of us who do many shows and go to frequent coin club meetings, you will discover that you do not need a complete outreach package on occasion. As an example, you may only need some additional copies of *The Numismatist* and some of the flyers like Coins for A's. If this is the case, simply note what you need in the body of the email when sending in your outreach package request. Still fill out the form and attach it so the ANA can keep records. This will help with reducing costs. The DR program was created years ago to engage with collectors all over the country and to share why the ANA is beneficial to every collector and the hobby as a whole. We need every DR to do his or her part by attending shows and club meetings as these are two of the most important things we can do on behalf of the ANA. No coin show is too small to attend. Collectors and show promoters appreciate it when we attend their shows. Even if you only sign up one or two new members at a small show, the engagement you have with collectors is extremely beneficial. I am always available to answer any of your questions so please do not hesitate to call.

Thank you,

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ASSOCIATION

