

2013 PRSA National Promotions Calendar*

*calendar subject to change

Month	Promotion	Promo Code
January	<p>NEW YEARS RESOLUTION — Waive initiation or reinstatement fee Waive \$65 initiation or \$35 reinstatement fee for new or reinstating members who join National as a Regular member (\$255 annual dues). <i>N/a for Associate or current members.</i></p>	JAN13
February	<p>Free Chapter New members receive a free 1-yr Chapter membership when they join National as a Regular member (\$255 annual dues +\$65 initiation fee). <i>N/a for Associate or current members.</i></p>	FEB13
March	<p>Free Section New members receive a free 1-yr Section membership when they join National as a Regular member (\$255 annual dues +\$65 initiation fee). If joining Counselors Academy, dues are \$100 (\$95 discount). <i>Chapter dues are additional. N/a for Associate or current members.</i></p> <p>\$20 off a Section Current members pay \$40 dues for a new 1-yr Section membership (\$20 discount). If joining Counselors Academy, dues are \$100 (\$95 discount). If joining New Professionals Section, dues are \$15 (\$5 discount). <i>Discount cannot be used toward an existing Section membership. N/a for new members.</i></p>	MAR13 SEC13
April	<p>Silver Anvils and APR Month – prospect building</p>	
May	<p>New Professionals New PRSSA graduates or those with less than 2yrs PR experience receive a free 1-yr New Professionals Section membership when they join National as an Associate member (\$60-\$155 annual dues.) Chapter and other Section dues are additional. <i>Chapter and other Section dues are additional. N/a for Regular and current members.</i></p>	AM13

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June – July	<p>Member Drive Campaign Current members pledge to recruit at least 3 new members to join PRSA National. Members are entered in raffle drawing to win various prizes. The more members they recruit, the more chances they have of winning. <i>N/a for new members.</i></p>	n/a
August	<p>Free Chapter New members receive a free 1-yr Chapter membership when they join National as a Regular member (\$255 annual dues +\$65 initiation fee). <i>N/a for Associate or current members.</i></p>	AUG13
September	<p>Ethics Month — prospect building</p>	
October	<p>International Conference — prospect building</p>	
November	<p>New Professionals Week — 2nd week of November New PRSSA graduates or those with less than 2yrs PR experience receive a free 1-yr New Professionals Section membership when they join National as an Associate member (\$60-\$155 annual dues). <i>Chapter and other Section dues are additional. N/a for Regular and current members.</i></p>	AM13
December	<p>Year-end Holiday messaging to all members</p>	