

**Chapter Membership Call
Discussion Notes
May 16, 2016**

Invited participants:
Chapter Membership Directors, Chapter VPs/Development, Chapter Presidents

Please mark your calendar to participate in the next quarterly Membership call. You will get a Ready Talk invite for the call.

- September 19
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Chapter Member Drives/Status Reports

Washington DC

Membership drive at beginning of year – got quite a bit of student members. For 2nd half of year, planning block party/membership drive combined with a Winesday Wed – expecting a good turnout for that. They had a student only tour at Marriott, which is where they got most of the students signing up.

North Central

Currently planning membership drive – this Thursday. It's a bowling/membership event. Each lane sponsor will be able to draw names to give away a new membership. They are also offering a discount for other new members. Drawing will be mid-way through so if someone isn't picked, they can still get the discount that night.

New England Region

They did an event a few months back that was student based, to try to increase student membership. They did a round table and had students come in to for a portfolio review. They have a Rock and Bowl event coming up in June and a planning lunch coming up, driving both members and nonmembers to the event.

Vancouver

Had an incredible successful hospitality round table with students – invited all local schools. Had prominent designers speak and they branched out to different groups with the panelists. They also had a fish bowl of questions in case anyone didn't have any. Students loved it – they'll make it an annual event. They had it at one of the local furniture dealerships. They talked at length about the scholarships available, and their future in hospitality. They also did a cowboy roundup theme – they had an Instagram hashtag – which was a new thing, but they are looking at it for next year as well.

Atlanta

Had a successful membership drive at their regional tradeshow. They are planning a membership appreciation event, tying into hotel tour or another type of event.

San Francisco

Had membership drive in February this year called 'The Happiest Hour'. However, most of their social events they hold, they do actively pursue memberships. Their Wine by Design event this fall (7th year), they include a membership in the larger sponsorships that they can give to someone.

Sunshine

Did a tour (fall art festival) – also in the fall, they are going to have a student event/top ID in August and going to try to encourage students to come in. they are having a panel of local designers and try to drive membership up that way. Looking at a few members only events for the year.

Arizona

Held successful membership drive in February at a design firm. Looking for maybe a more neutral location next year. Next event is at a movie theatre.

Houston

Last month they held an alcohol infused ice cream event as their membership drive and offered a 15% discount for new members joining that night. They would have like to see more students there (maybe the age was factor?). If the membership director spots a new face in the crowd, she will make a point to go up and introduce herself to the person and give them a save the date postcard for future events.

Dallas

Held a membership drive at top golf – where a bay included a membership. 23 bays = 23 new members!

Other Discussion Items:

Attracting designers to events – one chapter is going after ownership groups, if they get the ownership groups to commit/join, the designers will come. Programs are what interests designers – they love hotel/restaurant tours! Your programs will drive both your membership and sponsorships.

Remember to *thank corporate partners* at each event and be sure to have the CP banner at each event! If there is a CP representative at your event, introduce and thank them personally.

We are a *networking* group – (not selling) if you do see that happening, have a board member pull them aside and give them a reminder that this is a networking event.

Resources all online – look on the website or ask the NEWH, Inc. office.

Welcome and introduce your new members at your event! Give a shout out to those new members at your event – make them feel included. Introduce them to your board of directors. Give them a special nametag letting people know they are a new member.

New members – post/announce them on Facebook, send email to members of new members each quarter.

If your chapter is planning any event that involves a new member discount, be sure to talk to Inc. office prior to be sure tickets are set up correctly online. Also, instead of 'Attend event for free if you join that evening' – that may be confusing to people on how they sign up for the event if they are planning to join that night (do they register a member or nonmember) – *make it clear*. Maybe instead say – Join at the event and receive \$25 off membership.

ASK for volunteers – send out an email to your membership that you are looking for committee members for a certain event. It might be just the invitation some of your members are waiting for.

Article Link

<http://www.fastcodesign.com/3059341/this-architecture-firm-is-turning-vr-into-the-next-great-productivity-tool>

Article was about the technology now available in our industry – see how far we have evolved in our industry. One designer has used it – took pictures at location and took back to office to show other employees.

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - Cindy Guthrie - NEWH Inc. VP/Membership - cindy@guthrieassociates.com
 - Cindy Andrews, NEWH, Inc. Director of Membership - cindy@sunbritefurniture.com
 - NEWH, Inc. office – newh.membership@newh.org

We look forward to assisting you in any way we can to make your job easier! 800-593-6394