

**Chapter Membership Call  
Discussion Notes  
September 19, 2016**

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

**Chapter Member Drives/Status Reports**

**San Francisco**

Drive coming up in October – held in showroom at Cambria. More of a social – calling it the Happiest Hour. Having incentive for new member to join (drawing).

**Washington DC**

They had a wonderful membership drive. Combined it with a Winesday Wednesday event – much of the success was word of mouth. It was a fun location and appetizers were donated. They offered free membership and raffled off a donated piece of furniture. Had an amazing turnout. Also having membership table at golf outing. Committee is calling potential members to remind them and encouraging them to join.

**Dallas**

They had their membership drive in March at Top Golf. This is their 2<sup>nd</sup> year doing this and it's working out very well. They have the whole top floor – sponsors each had a bay and within the bay sponsorship they have a free membership to give away with that bay sponsorship. Some bay sponsor groups were all members and they generously gave it back to the chapter to bring in another new member from another bay. Venue is good for newbie golf players as well. Because there were 25 bays, they received 25 new members.

**Houston**

They did their membership event in March. In August they turned it into a marketing month, with schools starting up – they tried to take advantage of setting up a table at the school orientation/registration and talk to the students about NEWH. Received 8 or 9 students at one of the schools who signed up that day.

**Chicago**

No membership drive this year yet. At a future events in 2017, planning a membership drive as well as looking at discounted tickets if you purchase a membership.

**South Florida**

Had membership drive with RTS in March – got 5 new members. Current director is phasing herself out and new person is taking over for next year. They are hoping to hold more membership drive type of events in the future so it will be a goal for next year.

**Atlanta**

Having a tour of AC Hotel coming up in October – which is a membership appreciation type event where they will have professional headshots at the event. They are also doing a community service drive where they make sandwiches for an organization – they'll also have membership drive there. Will have speaker talking about finances and portfolios. Having raffle items at golf outing, may look into offering a membership.

## **New England**

Just had a successful boat cruise with lots of new faces. They are compiling that list of attendees and their bowling event, tossed around ideas of offering them free event tickets or memberships. Looking at holiday hotel tour – will be giving out scholarships and TopID awards.

## **Vancouver**

Had Membership drive earlier this year at a country western bar. Did have member drives at other events throughout the year. Are planning future events with a membership focus. Trying to get the word out through word of mouth.

## **Arizona**

Had membership drive in February – at a design firm. Maybe next time will pick a more neutral spot. They are planning a membership day next year where they would go to different locations (including colleges) to push for membership.

## **Comments/Suggestions:**

If you have a venue that's outside, work on having a shuttle available to get people to the event.

Pay attention to what type of members/guests come to each event so you can tailor to those individuals (tours vs golf events, etc). Have events that fulfill members' needs/wants and offer those type of events. Be sure to always market your next event/upcoming events at your events – have a poster or save the date cards, etc.

Make sure your member/nonmember tickets for programming and fundraising events are a big enough gap. Some chapters look at the cost of attending events for the year at a member rate vs nonmember rate and to be sure that difference is equal or high than a membership for your chapter.

## **Reminders**

**TopID Deadline coming up October 20<sup>th</sup>** – watch for emails. Remember membership is required from any nominated firms.

**Discounted membership for new members** – applies to new members only (not renewals) and the dues portion (\$75) going to NEWH Inc still applies, the chapter would receive less if any discounts are offered.

**Board transition to next year's board** – be sure current membership director mentors the upcoming director now. Remind new director about the mandatory calls for their position held in November/December this year and to watch for quarterly discipline call caller coming in January.

**Reminder to get approvals to Kathy in the NEWH Office** in timely manner. As soon as your board approves members, email or call them to welcome new members people right away. We have new members calling the NEWH office wondering if they've been approved because they haven't heard anything from the chapter. Kathy does send a new member packet every month, but it means a lot for new members to receive a personal email/call from their local chapter as

soon as they are approved. Remind them of upcoming events and volunteer opportunities on your chapter board.

**Membership Levels** - Please go to the Join area and find the description for each membership category. (<http://newh.org/join/>) Be familiar with the different types of membership available. You can also find a link to Chapter Level Business membership at the bottom which takes you to a page describing this membership.

### **Any questions?**

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

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