

**Chapter Membership Call
Discussion Notes
February 16, 2015**

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.

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- May 18
 - September 21
- Choose the time that works for you:
- 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Chapter Member Drives

Atlanta – had a membership drive in December at their holiday event. They offered a discounted rate for people who joined that evening. They also offered headshots for anyone who joined that night – they had a professional photographer there. This was opened to current members as well.

Los Angeles – try to push membership at each monthly event. Incentives could include discounted memberships or a drawing. They strategically plan their event programs and locations to attract potential members. They held a bowling event where they had attendees design shoes. It turned out very highly competitive and very popular. The shoes were designed at the alley. They didn't make much money this time due to the venue cost, but learned that the design contest was very well received so they will work on budget details for this type of future events.

Las Vegas – is planning to offer a discounted membership – being offered at a tour or an event a lot of good quality people who are attending. Many of their events have members attend at no charge, so new people have an incentive of joining.

Houston – had bowling event last year – looking at the same type of event this year.

Some chapters have drawings for those joining that night – i.e. if you join tonight your name will be put into a hat for a gift card or a discounted membership.

Sunshine – At one of their events, they will be designing doll houses. Designers will be teamed up with vendors/supplies. They are thinking to have it open from September-November to design the doll houses – they are working on details. In December, they would then auction off the dollhouses and donate to Toys for Tots. Sunshine also had a past event where they had a man on each team and each team that made up an outfit for him using any donations that people had from their libraries. They divvied up the supplies to each team to create their outfits. If you are interested in details on this event, please contact Cindy Andrews at cindy@sunbritefurniture.com

They are trying to get owners more involved. One of their recent speakers at their membership drive was someone who was in charge of all the event centers in Orlando (Citrus Bowl – including games, concerts, etc.) – this person attracted quite a few architectural firms to the event. Some of the designers’ eyes lit up that night having those individuals there. They are also looking at food and beverage person coming in to speak at a future event – someone who is an influencer – who attracts the architectural and design community.

One suggestion for your programs or fundraisers is to include a free membership with your sponsor levels for the event (include your chapter member cost in the sponsor amount), where the sponsor would be able to give away a free membership to whoever they wish. This is a great idea for awarding a membership to designers, owners, etc. Each sponsor can use their judgment on who to award, but we hope they would look to the ones that are active with NEWH and could potentially be future committee or board members.

Pre-Paid Membership Cards



NEWH has gift membership cards available upon request. These are pre-paid gift cards that the chapter or a member could purchase for the regular chapter dues amount. The purchaser can then issue the card to the intended person. Each gift card will have a number assigned to it. To redeem the membership, the person would visit the URL link on the card, complete the application – including the promo code from the card, and forward it to the NEWH, Inc. office.

Member Renewal and Retention

Be in contact with those members whose dues are upcoming – some members don’t even realize their dues have lapsed (even though they do receive several email reminders from the NEWH, Inc. office). Let them know the exciting things your chapter is planning in the next 6 months and that you’d love to see them continue their membership.

Most important: Stay in contact with all your members – whether it’s a personal email or phone call - make them feel wanted and important. If they feel connected, they’ll be loyal to NEWH!

What is the key in attracting new members? Your chapter programs have to be content rich – if you are offering good programs, you’ll attract those potential members (especially designers) who are going to want to attend that event and can then see the benefit of joining NEWH.

Educate new and potential members on the amount of scholarships NEWH awards (we are over \$3.6 million!) – that is an amazing amount and may entice people to become more involved.

Know your demographics and who you are trying to attract – be sure you are offering programs to attract those individuals.

Online Renewals

Members do need to login to renew. For many people, this is the first time they've tried to login to the website. For someone who has never logged in, the default for login is first initial last name (i.e. John Smith is JSmith) and the default password is 'connect' (all lower case).

If you know of anyone who is having issues renewing online, PLEASE let the NEWH, Inc. office know – have them call or email our office at newh.membership@newh.org It's a quick login reset for us to do and they will be able to get online right away. Have them contact us directly, or just tell us who was having issues and we will contact them.

This will be a learning curve year of people renewing for the first time on the site.

Please make this announcement at your events or in your contact with those whose dues are upcoming or lapsed – if they have any login issues, have them contact us.

Announce Your New Members!

At your events, be sure you introduce any new members who have joined since the last event. Even if the new member is not there, say their name. Many of our members are high profile and announcing those new members at your events positively markets your chapter and shows to those members and potential members that your chapter is growing.

One idea - make new members event name tags a bit different – add a star or something to it so other people know they are new joins. This will be an ice-breaker and topic of conversation throughout the event.

Available on the website are Avery badge name tags you can use for members, guests, corporate partners, sponsors, etc. Take advantage of these resources available – they may make a difference at your event if they see someone with a label on their name tag. Make people feel welcome with a special touch – whether they are new members, potential members, sponsors, corporate partners, etc.

Buddy System

The buddy system is very valid and important! It's very helpful in keeping communication open with new members (and current members). The system helps new members feel welcomed into your chapter and also gives them a contact if they have any questions. Let the new members know that their membership can work for them if they get involved.

Essentially the buddy system works like this: the membership director includes the board buddy assignment (which is a board member) in new member email and copies that board member on the welcome letter so the new member has two people they can reach out to on the board. Typically, the buddy lasts for the first year of membership or until the new members are engaged in the chapter.

And our favorite tagline... ***it's not only what you know and who you know, but who knows YOU!***

Board Resources

There are many resources available on the NEWH website for membership. You do need to login in order to view the NEWH Board Resources area. Once logged in, go to the bottom of the home page, under Resources menu, click on NEWH Board Resources. In the membership folder you'll find many templates/samples to use for your directorship including membership committee to-do list, membership goals, member talent survey sample, sample welcome letter, and a great PowerPoint you could display at your membership drive. The PowerPoint includes NEWH's mission, what the opportunities are with NEWH, overview of magazine, tradeshow, leadership opportunities, membership/resource directories, personal growth, etc.

Here is the direct link to the PowerPoint http://newh.org/wp-content/uploads/BoardResources/Membership/MembershipDrive_updated-Jan2015.pptx

Membership Levels – Overview

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. Attached to these minutes are a few slides describing the membership levels as well.

Have applications at your events (both general application and CLB applications). If you need hard copies (PDFs) of your chapter applications, please contact the NEWH, Inc. office or email newh.membership@newh.org.

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
 - Jason Stock - NEWH Inc. Director of Expansion - jstock@firstfinish.net
 - 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