

**Chapter Membership Call
Discussion Notes
February 15, 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.

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- May 16
 - September 19
- Choose the time that works for you:
- 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Membership Approvals

Reminder: Upon receipt of online or hard copy applications from NEWH Office:

- Within 30 days, review/share application with board members and vote for approval (email vote can be done, but must be 100% reply with a unanimous approval)
- After 30 days, Shelia (Executive Director) will review application for approval – if you are waiting for board discussion for a certain applicant and it will be longer than 30 days, please contact the NEWH Office
- Email Kathy in NEWH Office approval of new members – or fax application with ‘Approved’ indicated at the top of the application

Upon new member approval from chapter board:

- If applicable, assign board buddy to new member
- Call the new member within 5 days of board approval – welcome them to your chapter, let them know of upcoming events, inform them of their board buddy
- Encourage them to join a committee – let them know the volunteer opportunities available on your board and ask which committee they’d like to join

Chapter Member Drives

Arizona – having their membership drive this week – having a wine and cheese networking event, and raffling off a golf package that they kept back from their fundraiser. Last year they had 70 people and captured 10 members at the event.

Dallas – part of their upcoming membership drive sponsorship package is that they include one membership in the sponsorship package. The sponsor would choose the person they’d like to give the membership to. 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. This is a great idea for awarding a membership to designers,

owners, etc. This guarantees some new members from your membership drive (based on the number of sponsorships sold, or the number of bowling lanes sold, etc.)

If your chapter does include a membership with a sponsorship package, please be sure to let the NEWH Inc. office know prior to your event. We would keep our eyes open for applications coming through after the event to be sure those who were awarded memberships are processed in a timely manner.

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.

Member Renewal and Retention

The NEWH, Inc. office sends 3 reminder emails to members - 2-3 months prior to due date, 1 month prior to due date, 1-2 weeks – final reminder is sent.

If member does not renew, their status is changed to past member. The NEWH office does not contact past members.

Dues reports are sent to chapter boards each month – listing members whose dues have lapsed in the last 5-6 months, and those members who are due that month. Board members should reach out to those members who have not yet paid or have lapsed. Members may respond to a local chapter member rather than a standard reminder email from NEWH, Inc. ***Remember – retaining your members is very important!***

Atlanta – has grown substantially – may be attributed to tradeshow and the drive they did there.

Dallas – at programming events they will have a list of those that have dropped off and the board members can then talk to them at the events and encourage them to renew. They have a member and nonmember check-in (separate list) so they encourage those who are in the nonmember line to renew.

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. Individuals can login using their username, user id#, or email address.

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.

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.

Sunshine – has list of new members and shares on a google drive. Each board members picks 5-6 people and is responsible to contact those people and introducing themselves to the new members. It's great for both parties, the new members and the board members. The board buddy invites them personally to upcoming events. If it's vendors, the board buddies explain event sponsorships available at upcoming events.

Dallas – has been using the Buddy System for about 5 years. The past 2 years, new members are automatically assigned by the membership director to a board buddy – an initial welcome letter goes out to the new member.

Education Professionals and Student Memberships

Talk to the schools – let the education professionals know that their NEWH membership is free – through the professors we can reach the students that way – letting them know of upcoming events and scholarships available.

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). Applications can be found in the Board Resources/Membership area of the website (you do need to be logged in) – here is a direct link: <http://newh.org/boardresources/membership/>

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