

Chapter Membership Call Discussion Notes February 13, 2017

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.

- May 15
 - September 18
- 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

New Member Incentive

New members joining since November 2016 will receive a code to register for free to either BDwest or BD/NY (\$375 value). We will send an email to all those new members, as well as include in the welcome letter sent to new members going forward.

Chapter Member Drives

Some chapters are in the midst of planning their drives right now, some are thinking about working a membership drive into each event.

- Northwest – is having a member drive in Portland and in Seattle.
- Arizona is doing a city Fab 5 membership drive – happening the same day in different areas.

- Sunshine shared their event idea from last year – they had an event and invited city developers to discuss what’s in the pipeline for the area. It attracted architects and designers. They had three individuals who each spoke, one from art district, one from city or Orlando development and one from multi-family development side.

Put some thought into the type of event you are having as your membership drive. Remember, high quality events will draw attendees, which in turns drives membership and future sponsorships, etc.

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.

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.

Discounted memberships – please remember that you can only offer a discount to a New General member (not a past member). Discounts are not offered for Associate members or Chapter Level Business members.

How to draw new members?

Be sure you are planning high quality events for the year (tours, panel discussions, CEUs) – types of events that your members will be drawn too. Great programming brings in attendees, which drives membership and future sponsorships.

Plan a smart calendar! Look at what’s going on your local chapter area and plan your events around those events that are bringing hospitality people to your area.

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!**

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.

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:
 - Leigh Mitchell - NEWH Inc. VP/Development - leighmitchell@mza-usa.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