

Chapter Membership Call
Discussion Notes
May 15, 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.

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

New Membership Categories

Leigh reviewed the new levels of membership:

- The Business PLUS membership is targeted to manufacturers who have reps across the country.
- The Chapter Level Business – Top Tier membership is targeted more toward the larger design firms – all members within a chapter level business would belong to the same local chapter.

Specifics for these memberships are as follows:

Business PLUS

The Business PLUS company membership is priced at \$7500 and includes 20 members, nationwide. The membership stays with the company, not the individual, and as staff changes are made within the business, the memberships can be changed to the new staff member as directed by the business. Additionally, this membership category includes:

- Company listing in the Membership Directory
- Premium listing in the Resource Directory
- Unlimited courtesy listings in the NEWH Career Network
- A one-quarter page ad in NEWH Magazine
- One (1) guaranteed regional tradeshow placement over a two-year period (not including the actual tradeshow fee)
- A courtesy listing in the Company Directory

Applications coming online soon – if you are interested in the Business PLUS category, please contact the NEWH office.

Chapter Level Business Memberships

The Chapter Level Business – Top Tier membership is priced at \$1,000 and enjoys the same benefits as the Chapter Level Business but includes 6 courtesy and 6 half-price memberships.

Chapter Level Business memberships are the perfect memberships for those businesses that have more than one employee at the same geographic location who are interested in joining the local chapter. These memberships belong to the business so if an employee leaves the company, the business can identify a new employee to take on the vacated membership. Additionally, employees of the Business member will be able to attend the primary chapter's programming events, excluding fundraising events, at member pricing. A premium listing in the NEWH Online Resourcing Directory, including the company's logo, four installation images, and a link to the company website will be included with this membership.

Please visit the NEWH website: <http://newh.org/chapter-level-business-membership/> for more information and applications.

Ways to promote these chapter level business members – Northwest Chapter put together an exclusive event only for its chapter level business members – it was a private tour on a cruise ship. This was one way to put the word out and attract some new folks.

As we communicate these new memberships, let us know if you have any successful ideas to help promote these new memberships.

Chapter Updates

Northwest – hotel tours are a big draw (so have had 2 a year) – membership drives were typically bowling and those types of events, the responses they've gotten from a survey is that those types of events are at the bottom of the list. They may now instead tie their member drives to hotel tours. Typically, they have done member drives in first quarter, but sometimes the board isn't quite ready to do a large event that early in the year with new board members just starting out, so they may instead have a membership drive further into the year.

Rocky Mountain – is looking at different ideas for member type events – may be doing a hotel tour instead to try to make it more successful than in the past. They do have a pretty good mix of designers vs manufacturers.

South Carolina – they are planning a hotel tour of a new hotel opening in Charleston. They will combine that with trying to attract the Charleston community. Biggest dilemma is geography – trying to get designers from other cities is pretty impossible. Because of that, they are having to do geographic-specific events. They are doing a CEU in Columbia in sept that they will combine with a membership drive as well.

Suggestion – for location challenged chapters, have a member drive on the same night in different locations to try to attract people in different areas.

Cincinnati – Acquired some new members at their big event a few months ago, but are looking for more ideas.

Sunshine – had membership drive early in the year. They had 3 separate speakers (city planner on growth in city, one from an up and coming area, and one from an artist) – they had a giveaway that included tickets to their fundraiser event later this year. They push renewals and new members at their membership drive.

Arizona – had their membership drive earlier this year, called it the Fabulous 5 – it was held in different cities around the state of Arizona on the same night. It was a mingle/sundowner type event at each location. Had an average of 5-10 people attend each location.

Chicago – have a young professionals event this Thursday where they will discuss membership with students and associates. It'll be a speed dating set up where they move from room to room - one room will be headshots, another room portfolio review, etc. with Q&A. Lunch will be provided and the scholarship video will be shown.

Dallas – had a successful membership drive at Top Golf – got 26 new members from it. They have a membership per bay (per sponsorship) – the membership is worked into the cost of the golf. For other events this year, they have had limited attendance recently from designers, everyone has just been extremely busy.

Membership Drive Ideas

Please check out the membership drive ideas available on the website: <http://www.newh.org/wp-content/uploads/BoardResources/Membership/NEWH%20Chapter%20Membership%20Drive%20Ideas.pdf>

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.

New Member Incentive Reminder

New members joining through November 2017 will receive a code to register for free to BD/NY (\$375 value). NEWH Inc. will send an email to all those new members, as well as include in the welcome letter sent to new members.

How to draw new members?

One challenge mentioned by many on the call - How to get people out of the office to attend an event?

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.

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