

Chapter Membership Call
Discussion Notes
May 18, 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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- September 21
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Chapter Member Drives

Cindy Andrews is asking each chapter to let us know what kind of event they do for membership drives and sharing specifics. She will be putting that on the website to share with other chapters.

Make your new members feel welcome at your events. Give them a special name tag with “New Member” or a sticker on it so people know who the new members are and can strike up conversation with them.

Try to get students to participate and attend/volunteer at your events. If they volunteer, let them attend the event at no charge.

Some chapters have had a struggle with having students volunteer at fundraiser – especially with a maximum capacity event, want to be sure the right people are there who will open their wallets. However, having students there to show the focus of NEWH’s mission is also important – the key is to find the right balance.

Some chapters have had a membership drive bowling event and have given away a membership with bowling lane (the cost is worked into the sponsorship of the lane). Contact the NEWH, Inc. office who can put you in touch with those chapter who have had success with this.

Corporate Partner Banner – be sure it’s displayed at all your events! Go the extra mile and ask if there are any attendees in the room who are with a corporate partner – acknowledge and thank them.

Buddy System

Do you have a Buddy system? If not, you may want to establish one to help get new members involved in your chapter – joining committees, introducing them to others, etc.

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.

Need Committee Members?

Need committee members? Ask them face to face - it may mean much more to them than asking in an email, even a personal email. Catch them at an event, put a bug in their ear that you think they would be a PERFECT membership (or whatever) committee member. Let them know what kind of things they would do as a committee member and let them think about it. Approach them again at the next event, ask if they would like to join your committee. You may be surprised what asking face-to-face can do.

Stay tuned for this exciting initiative...

A video is going to be put together that can help membership directors – the focus will be on scholarships and can be taken to schools. It will convey NEWH with one clear message/brand and will be a powerful tool to help all chapters get the word out about NEWH.

Reviewing and Updating your Chapter List

Your chapter mailing list is your best marketing opportunity for your chapter. We ask that each chapter go through their list periodically to update. Please request your chapter list from the NEWH Inc. office. Your chapter is responsible for your geographical area only (i.e. if a Dallas person signs up to be on your list, that person will appear in the Dallas mailing list, not yours and will be Dallas' responsibility to update). So you aren't going to see all the people who are on your email list because of that reason. You may have many people who are interested in your chapter who are not in your area – which is a good thing!

Discuss the list with your board and put a plan in place for the best way to tackle the list. You may want to divvy it up in smaller chunks and pass it around so each board member can skim a smaller list at a time instead of one large list (if you put 1000+ names in front of them to review it's pretty daunting). Ask them to make changes in **RED** and elect one person to maintain the master change list and once you are ready, send that master list back to the NEWH Inc. office so we can update your master list. (All changes must be submitted in RED or will not be updated.)

We ask that you only ask to delete someone if you know for sure that person is no longer with the company or has left the industry and you do not have current information for them. **DO NOT DELETE** anyone from the list, but just make their record a different font color or highlight the row indicating you'd like them removed – you can even add another column with notes of why you'd like them removed, which would be helpful for us. We do not delete any past members, scholarship recipients or those with a CEU status. If you ask us to delete someone, we may track their email to be sure it is not active (that they are opening and reading emails) before they are removed from your list.

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