

**Chapter Membership Call  
Discussion Notes  
September 21, 2015**

Invited participants:  
Chapter Membership Directors, Chapter VPs/Development, Chapter Presidents

**Reaching out to Student Members**

**Sunshine** – has put students in touch with the chapter’s scholarship director, lets them know what/how the chapter’s scholarships work and hope they can be the NEWH voice to their school.

**Atlanta** has student reps on their board. They go out and do the presentations to the schools along with the scholarship director.

**San Francisco** is having a mentoring breakfast for students – so far they have 60 students signed up. They are having a panel of designers and they will show the students the design center. They also have some education professionals attending with the students. It is being hosted in a local showroom.

**Houston** is having a student day event in October where people from design firms and hospitality companies come in and represent their company – talking about their careers/companies. Board members have made school visits as well – going with their NEWH nametags and bringing flyers of their chapter’s upcoming events.

**Atlantic City/Philadelphia** – scholarship event is Oct 22. They’ve had good feedback on the number of attendees who will be coming – they would like more of the design community there so they get the gist of what NEWH is about.

**South Florida** – has SOFHIE event which gives Silver Star awards, scholarships, and designer awards all in one evening in order to get a mix of everyone in the same room (vendors, designers, students, etc.).

**Getting New Members Involved**

Regional tradeshow – some chapters have a membership table at their regional tradeshow, offering a discount for people joining as new members the day of the show.

**Transition to 2016 Membership Director**

If your membership director term is ending at the end of the year, now’s the time to start mentoring the new person coming in to ensure a seamless transition.

**Reminder:** The mandatory discipline calls will be coming up in November and December. Each board member (director) is required to participate in one of the two times the call will be scheduled. Stay tuned for the mandatory conference call calendar which will come out next month.

## 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!***

## Chapter Member Drives

Atlanta is having a margarita and mug shots event (professional head shots) for their membership appreciation event. Members only invited.

Holiday event will be a membership drive – where they offer a discounted rate for new members.

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.

## 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.

## Any questions?

- Contact the following NEWH, Inc. Board of Directors:
  - Cindy Guthrie - NEWH Inc. VP/Membership - [cindy@guthrieassociates.com](mailto:cindy@guthrieassociates.com)
  - Cindy Andrews, NEWH, Inc. Director of Membership - [cindy@sunbritefurniture.com](mailto:cindy@sunbritefurniture.com)
  - Jason Stock - NEWH Inc. Director of Expansion - [jstock@firstfinish.net](mailto:jstock@firstfinish.net)
  - NEWH, Inc. office – [newh.membership@newh.org](mailto:newh.membership@newh.org)

We look forward to assisting you in any way we can to make your job easier! 800-593-6394