

Chapter Membership Call Discussion Notes February 25, 2019

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 6
- September 16

Choose the time that works for you:

- 8:00am Pacific/11:00am Eastern
- 4:00pm Pacific/7:00pm Eastern

Membership Drive Ideas

NEWH has put together a list for member drives and is posted under Board Resources. As new member directors come in for chapter/regions, you'll have a resources of ideas for your member drives. <http://www.newh.org/wp-content/uploads/BoardResources/Membership/NEWH-ChapterMembershipDriveIdeas.pdf>

Membership Best Practices/Guidelines

There is also a 'best practices' list of ideas/checklist to have at your fingertips – (i.e. making sure you have enough people to handle check-in, making sure you have member info at check-in, banners that should be displayed at your events). Other ideas like a sticker for new members to put on name badge at the event, etc. are included. <http://www.newh.org/wp-content/uploads/BoardResources/Membership/NEWH-Chapter-Membership-Director-Best-Practices.pdf>

NEW NEWH Lodging Program (found under Resources tab on the website)

NEWH is announcing a new lodging program – which is a Hotel partnership initiative – we are reaching out to different owners groups that have hotels – which will be a great benefit to potential members. About 40 hotels have signed up. You will receive an email soon announcing it. You'll have to be a member and be logged into the website, and then you'll be able to see the list of the hotels that are in the program and you'll automatically get a discount by booking direct through the website. Typically, it's about 10-15% off of their best available rate. We are going to try to grow that program – if you have any contacts you'd like to share, please reach out to Leigh Mitchell.

Chapter Status Reports

- **Cincinnati:** Had a round table last year – open to members only – sponsors paid more and a membership was included in the sponsorship.
- **San Francisco:** In January they held a health wellness social hour to kick off the year where they talked about member benefits.
- **South Carolina:** They are looking at events that will bring people in for new members to join, to also advertise it as a membership drive.
 - Suggestion: be sure at least one event is slated as a membership drive where you will share with people the benefit and value of membership. Pick a program/event that will bring in new members who may be interested in joining. Market the event through social media and really push the membership drive aspect. Stress benefits of membership to people – discuss at member drive as well as other events.

- **Sunshine:** Membership drive is coming up in March – putting a theme with it – decades of decadence. In the past it was more of an educational type event – so they are adding a bit of fun/entertaining aspect to it this year. They will be doing some giveaways – and they’ll raffle off an additional year (2 for 1 – new members only). After that, they will be doing membership highlights on their social media – going to call it Membership Monday – highlighting new members that way
- **Toronto:** Last year they did a few incentives – discounted memberships for new members and they plan to do the same this year.
- **Rocky Mountain:** Not a specific member drive planned, but focusing on membership all year long. They have started a buddy program initiative. They are assigning board members to 8-10 members and touch base with them, personally inviting them to their events. They are focusing on membership retention. (get the email template from Sharon so put on best practices). Taking suggestions from other chapters they can use in their chapter.
 - One suggestion was having a dedicated membership table at each event.
- **Northwest:** They do have a spring hotel tour coming up and will have one in the fall in Portland. They will be having a membership table at those events since they are popular and bring in new people to the event. They are trying to target specific design firms who have been members in the past – trying to get them re-connected and more engaged.
- **South Florida** - Planning their TopID brunch (member appreciation brunch – honoring 2019 TopIDs) – coming up in April. Will also have a wine and dine event which will incorporate some member drive aspects.
- **Houston:** Has a membership drive in March 19 – a bowling event. They are using current members (reps) to promote the event to the designers – concentrating on word of mouth.
- **Dallas:** They are going the same type of event as last year for membership with adult type games, like giant jenga, horseshoes, corn hole, etc. – it is more of a mingle event, everyone is welcome and no charge. It is an easier way to get people who are new because there are no teams and no tickets. The event will be in an up and coming area of Dallas. They’ll have 10 sponsors at \$1,000 each – they’ll get logos on products, step and repeat for photo booth, and will be giving 2 memberships per sponsor that they get to choose.
- **Arizona:** Their next big event is a mix and mingle and their wine and dine in April – they try to focus on getting new members at those events.

Other suggestions:

Have a very coveted tour – open to members only. Ask people to join in order to attend. Market the event prior so people know it’s open to members only – use social media to your benefit in promoting this type of event.

One chapter was inviting members to lunch – and asked every rep to invite a designer to come to lunch, in hopes of increasing designer membership.

New Member Incentive

Once again – BD is offering a deal for our new members! New members joining this year 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 who have already joined, as well as include in the welcome letter and receipt of those new members going forward. There is a flyer you can use at events found in the Board Resources section of the website – you can find it here: <https://www.newh.org/wp-content/uploads/BoardResources/Membership/2019-BD-Offer-to-New-Members.pdf>

Reminders at Your Member Drive

Thank all your sponsors (including corporate partners!) and introduce your board members.

Be sure you have applications available and/or a laptop set up so people can join right at that moment.

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.

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. If you see any contact information missing from the dues report, please contact the office – we may have an alternate email in our records to use. **Remember – retaining your members is very important!**

Check out this flyer a chapter used in the past to reach out to those who have lapsed.

<https://www.newh.org/wp-content/uploads/BoardResources/Membership/NEWHDallasRenewalFormSample.pdf>

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:

https://newh.org/wp-content/uploads/BoardResources/Membership/MembershipDrive_updated-Feb2019.pptx

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - Leigh Mitchell - NEWH Inc. VP/Development - leighmitchell@mza-usa.com
 - Sandy Banks, NEWH, Inc. Director of Membership - sandy@sandybanks.com 310.780.7631
 - 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