

Chapter Membership Call Discussion Notes May 14, 2018

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 17
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Member Drive Samples and Resources

Reminder... 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 directors should work alongside other board members (programming, marketing, etc.) to work together to figure out ways to retain members.

Ideas

Board buddy system – Membership director assigns board member a new member as the new member's board buddy. The board buddy reaches out to the new member, touching base with them and asks them to join them for events, asks their interest in serving on a committee, etc.

New members – put a sticker on the new member's name tag at event (i.e. apple for New York, sun sticker for Florida, etc) – use the stickers for up to three months since they joined. This gives new members a way to feel welcome your events. Ask your board members to be sure to network with any new members they see at events and introduce them to others.

Ideas – maybe consider a members only event. This may encourage those nonmembers who do come to many events, to join – which gives more value to the members at your events.

Chapter Status

Houston – they do try to be sure at check-in when new members come to events that they feel welcomed, and they introduce them to people around the room. Especially with student members who seem a bit shy, but who want to network – the chapter wants to be sure students and new members feel welcome and return to events.

Northwest – pretty good at retaining their membership, but they have started something new at check-in where the membership chair is there and they do a quick business card drawing. At the check-in table, they also have a list of those who have just lapsed or dues coming up to remind them to renew. Also, instead of asking people to sign up for membership at event, they get the person's information and then the membership or hospitality person reaches out to them directly with how to sign up for membership after the event. They also had a recent sundowner type event at a local bar and they hired a photography that came in and did headshots for members only – which gave value to their membership.

Dallas – looking at putting something on nametags as well so people on the board know the new members at the events, and really focusing on talking to those new members. They have been highlighting new members on social media as well. If you email the programming person about new news (about yourself, or your company) they will announce a few of those items at the event.

New England – for their new members at all of their events they try to make a special effort in all of their announcements to recognize them. Will look into some of these ideas to help them make new members feel welcome (name badges stickers, social media, etc).

San Francisco – thinking of the sticker as well on new member badges. Recently emailed lapsed members reminding them, asking for feedback, and inviting them to join them at their recent event.

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. A mailed reminder postcard is also sent prior to a member's due date reminding them to renew.

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 template that Dallas used a few years ago when emailing reminders to those on your past dues report.

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

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