

**Chapter Membership Call
Discussion Notes
May 6, 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.

- September 16
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Reminders:

- Renewals... is your board using the monthly dues reports and contacting lapsed members encouraging them to renew?
 - Ask committee members to help with reaching out to past members reminding them to renew – if they are not renewing, ask them why (helpful to know)
- Membership applications – please be sure to review new member apps and get approved memberships to Kathy within 30 days
- How are you connecting with new members to get them involved? Are you reaching out to invite them to your next events? Make personal contact with your new members inviting them to your upcoming events

Chapter Status Reports

San Francisco

They had an event in January – the benefits of joining. They've had a lot of students joining as well. They are close to a design school and they reach out to some local schools.

Rocky Mountain

They are planning to do a membership drive and planning some outreach to students to join. (Natalie is new to the position.)

Houston

They had their membership event last month – it went really well and had a good turnout with some good new members.

Chicago

They had a membership appreciation event in March – not aware of a membership drive yet.

Sunshine

They had a membership drive earlier this year. They did a themed type event where people came dressed up and they made it a casual type event. They had a raffle for new members.

Membership Table!

NEWH is encouraging all chapters/regions to have at each event a membership table where people can come up and ask about membership and join.

Hold attractive events to draw in members

Hotel tours are a great drive for programming and bring in new potential members. Fun bowling events draw in people as well.

Sound bath – (San Francisco did this) they bring a meditation bowl, and did a health/wellness type event. (it also kept cost down because there was no alcohol)

They (San Francisco) had an event with a bee colony on the roof of the Fairmont (had about 83 people attend). The main draw was to go up to the penthouse in the Fairmont that rents for \$18,000/night – amazing!

Suggestion: Find something, based on your demographics, what's interesting/exciting in your area. What will draw new members – think of interesting events that people can't/don't typically do may be a draw to many in your area.

Reminder: Upload event photos/event recaps to the website to attract new members! Click here for instructions how to upload your event photos to Flickr - https://www.newh.org/wp-content/uploads/BoardResources/Marketing/Flickr_HowTo-NEW_FLICKR_LAYOUT.pdf

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

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

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

Are you attending HD?

Be sure to stop by the NEWH booth #1407! If you can volunteer in the booth, contact Brenda at the NEWH office – Brenda.brown@newh.org

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
 - 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