



## NEWH Suggested Membership Guidelines and Best Practices

### Membership Director - Who to work with on the Board:

Work with the Programming Director AND Marketing Director.

#### **Events**

To plan your membership drive(s), work with your programming director to plan an event that would attract potential members and allow you to share member benefits.

Need membership drive event ideas? Visit the Board Resources/Membership area of the website.

#### **Take every opportunity to promote your members!**

Work with your marketing director to post member news in the NEWH Magazine, Member Spotlight on your website, or post news on Facebook. Use Newsletters and Instagram to spotlight new members and events.

### Event Check-in

Make sure you have enough people to handle check in – maybe separate lines for members and non-members, those who have registered and those who have not. Have NEWH information and applications at check-in. Be sure all appropriate banners are displayed, most importantly corporate sponsors and TopID.

At the check-in table, 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 the event, get the person's information and then the membership or hospitality person can reach out to them directly with how to sign up for membership after the event.

### Board Resources

For great ideas and templates to help in your membership director role, please login to the website and 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.

Quarterly Membership calls should be attended. You will receive a Zoom invitation for the calls. Many valuable ideas, news and guidelines are shared on these calls.



## **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 a member does not renew, their status is changed to past member. Once a member is changed to a past member, the NEWH office no longer contacts them. 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 better 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 NEWH 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>

## **Board Buddy System**

The Membership Director assigns a 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.

## **Event Reminders**

### **Identify New Members at Events**

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 at your events and lets event attendees know who the new members are. Ask your board members to be sure to network with any new members they see at events and introduce them to others. At your event, announce/introduce any new members who have joined since the last event – (even if they are not in attendance) this makes them feel welcome and shows that your chapter is growing.

### **Consider a Members' Only Event**

Have an exciting "Members Only" or "Member Appreciation" event to appeal to members and to give new members an opportunity to get to know other members and ask questions. This may encourage those nonmembers who do come to many events to join – which gives more value to the members at your events.

## **Website Updates**



Be sure your event calendar on the NEWH website is current and up to date. If possible, schedule your events on the same day each month – like the third Tuesday, so people always know when your events will be held.

### **Event Pricing**

Be sure to have a price difference between member and nonmember tickets. Members attending for a lower cost (or free) shows member value. Compare the yearly cost to attend events between member vs nonmember to make sure membership is a great value.

### **Reminders at Your Member Drive**

Thank all your event sponsors (including any corporate partners who are in attendance at your event!) and introduce your board members.

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.

Be sure you have a venue where you can talk about the benefits of membership.

Consider having a Membership table at each event.

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