

## NEWH Chapter Membership Drive Event Ideas:

- Offer a discounted member rate (for new members only) along with free headshots at the event for members only or those that join at the event. Hold headshot until the membership is paid in full. One chapter called it 'Mugs and Margaritas.'
- Hold a bowling event where every lane sponsor cost includes one free membership so that the team can choose who they would like to give the membership to (to be given to a new member only). This is a great idea for awarding a membership to designers, owners, etc. This guarantees some new members from your membership drive (based on the number of sponsorships sold, or the number of bowling lanes sold, etc.)
- Trivia Night - Sign up teams for "NEWH" or Local Trivia night. Teams get extra points if they have a new member on their team. Sponsor donate gift bags to be given out as prizes. The board makes up the trivia questions.
- Multi-faceted membership drive type of event – (N – Nature; E – Earth; W – Wine; H – Hound) – includes at least 4 stations; Nature - Culinary demonstration on cooking with plants based foods, Earth - education on planting a garden or plant a vegetable/herb that night to take home, Wine - Wine Tasting; Hounds - connect with a local SPCA or Foster group to bring puppies to have a "Puppy Kissing" Booth.
- "Hat's Off" - Bring your Best Sunday or Derby hat to show off and congratulate the newest Top IDs and to show appreciation to all of the chapter members. "New" members receive a significant discount on the ticket for the event.
- Make the event a themed event (costumes) for prizes. Offer bonuses for anyone who brings a non-member.
- If your region is spread out – select venues in the different areas on the same day. Each location has a board member and offers a happy hour to learn more about the chapter and why to join.
- Offer a discounted membership during a tour that you feel quality people will attend. Pick a venue that will pull in a big crowd.
- Push membership at every monthly event - incentives could include a discounted membership or a drawing for an item or gift card from the people who join at the event.
- Send an email blast and Facebook post to win a free Ipad for new members joining during a certain time period.
- Hold a raffle at your monthly sundowner/mingle/happy your where everyone puts their business card in a bowl and a winner is selected. The winner is then offered a discount to join.
- Hold an event that will attract architects and designers (for example, one chapter had representatives that spoke from three major local sports venues) – offer membership discount at the event.

- Have a wine and cheese networking event, and raffling off a golf package or basket of goodies for those joining that night.
- Hold an event where you invite city developers to discuss what's in the pipeline for your area. It could attract architects and designers. Have 2-3 three individuals to speak (i.e. one from art district, one from city development, and one from multi-family development side.)
- To encourage students to join, hold a portfolio review event or student mentoring event. Have prominent designers speak and do breakouts with each designer to speak with small student groups (roundtable setting).
- 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.