

50 NATIONAL ASSOCIATION OF HOME BUILDERS Associate Member Appreciation Ideas

Use these ideas to jumpstart your Associate Member Appreciation program during the month of September and throughout the year.

Proclamations/Pledges

- 01** Create “Do Business with a Member” pledge forms to be signed by all members. Be ceremonious about this to emphasize the importance of the pledge.
- 02** Enlarge and frame a copy of the “Do Business with a Member” pledge and hang it in your lobby.

Personal Contact

- 03 Check in with your Associates during September so they know that someone from your association has a personal interest in their membership. Try dividing your Associate roster among association leaders to make personal phone calls to Associates, thanking them for their contributions and letting them know they are a valued part of the membership.
- 04 Send letters to the employers of Associate members thanking them for their support, and outlining how the Associates' involvement has impacted the association, industry, and their individual businesses. This type of letter can often influence the employer's continued support of the member's HBA involvement.
- 05 Send your Associate members a questionnaire to rate your association activities (i.e. what programs would you like to see implemented? How can we improve our service to you?) The main idea behind a survey is to increase participation, thereby increasing retention.

Recognition

- 06 Check in with your Associates during September so they know that someone from your association has a personal interest in their membership. Try dividing your Associate roster among association leaders to make personal phone calls to Associates, thanking them for their contributions and letting them know they are a valued part of the membership.
- 07 Post special signage during all events that indicate the many ways Associate members have contributed to the association.
- 08 Have forms available at each meeting to be filled out by members who notice another member's outstanding achievement. Publish these achievements in the newsletter.
- 09 Distribute tip cards/reminders to Builder members at committee/council meetings on ways they can show their appreciation for Associates.

- 10** Send a message to all committee/council chairs urging them to take the time to thank their Associate members during September meetings. Include talking points for each chair.
- 11** Send a letter of thanks to the active Associate member's family, if appropriate, thanking them for sharing their spouse/father/mother with the association.
- 12** Give an award to a rookie Associate member (a member for two years or less) who has shown an outstanding commitment to the association's success.
- 13** Publish and post a list of all Associate members who contributed to BUILD-PAC or your local political action committee in the past year.
- 14** Honor highly active Associates every month with a certificate at your general membership meeting, Board of Directors meeting, or other event.
- 15** Calculate the total number of hours that Associate members have volunteered to the HBA and multiply that by \$22.55, the 2013 national average hourly value of volunteer time (according to www.independentsector.org/volunteer_time). Put the total dollar figure payable to the HBA on a giant mock check to present at a Board of Directors meeting, or create mock mini-checks to put at each place setting.
- 16** Throughout the year, when an Associate member does something that has really helped the association, remember to write down the impact, so that when the leadership writes thank you cards or gives a speech in September, you will have different messages for each member, instead of using the same language for each one.
- 17** Begin taking photographs of active Associate members while they are working at events or meetings. During Associate Member Appreciation Month, give each member a photo of him/herself in a frame imprinted with a thank you message. Run a PowerPoint presentation of the photos during your dinners.
- 18** Instruct your staff and leadership to express their appreciation of active Associate members throughout the year. No single annual event can ever be a substitute for regular, routine, and unstaged appreciation.
- 19** Ask your Associate members how they would like to be recognized for their contributions. What's important to them? You might be surprised at what you learn.

Special Events

- 20 Organize a sports team, giving your members several opportunities over the year to “play” together and really get to know one another.
- 21 Coordinate at least four events per year designed to bring Builders, Remodelers and Associates together to socialize.
- 22 Make your Associate Member Appreciation event a family event, and be sure to tell the families how much you appreciate the time their members give to the association.

Networking

- 23 Create an Associate Supplier Guide for your Builder and Remodeler members. Include pictures of your Associate members next to their listing.
- 24 Seat your Builder and Remodeler members behind tables with yellow caution tape and allow Associates to pay for 10 or 15 minutes of exclusive time with those Builders. Officers and Board members serve the Builders dinner and get them whatever they need, but they cannot leave! Prepare the Builders to be approached with everything from social introductions to formal proposals. Be sure to charge enough for this event to cover the cost of your Builders’ dinners.

Discounts/Giveaways

- 25 Give Associates special discounts on advertising space in your publication as a token of your appreciation.
- 26 Give Associates a coupon worth a dollar amount toward one association activity.
- 27 Create a 12 to 15-month calendar featuring your Associates and a brief description of the services they provide. You can sell the space at cost to participating Associates and distribute the calendars as a free gift to Builder and Remodeler members.

- 28 Create a consumer sourcebook dedicated to the business of participating Associate members. Sell the space at cost to your Associates and distribute this free resource widely within the membership and the community.
- 29 Distribute gifts with your logo to all Associate members (letter openers, travel mugs, golf tees, umbrellas, etc.)
- 30 Hire a professional photographer to come to your association and take headshots of your members for use in their own business development. Do this in September and give Associates a discounted price.
- 31 Call lapsed Associate members in September and offer them a special incentive to rejoin the federation. If they rejoin, give them a polo shirt embroidered with your logo. If they do not, learn why.
- 32 Give each Associate member who participated on a committee a book on team building or another professional development topic.
- 33 Have a special Associates-only drawing for free ad space in the IBS newsletter, Home Show tickets, discounts on a Home Show booth, social event, golf tournament entry, and Home Show ad space.
- 34 Mail free drink tickets for the next dinner meeting along with a thank you note to active Associate members.
- 35 Give your Associates one complimentary use of your Builder member mailing list for their own direct marketing purposes. You could give them pressure sensitive labels or provide the list electronically. Avoid having your Builders, and Remodelers inundated by scheduling list usage throughout the year.

Put it in Print

- 36 Plan a “Recognition Edition” of your association newsletter during September.
- 37 Publish a book detailing the history of your association and the home building industry in your area. Feature the outstanding contributions of key Associates over the years.

- 38 Help the Builders and Remodelers show thanks for the work Associates do. Encourage them to write a special message on index cards, collect them, and publish the messages in your next newsletter.
- 39 Publish a Builder testimonial in your newsletter on why it is good business to do business with Associates.
- 40 Ask Builder members to contribute “thank you” ads to Associates for the September newsletter.
- 41 Write a newsletter article about an outstanding Associate member and highlight how HBA involvement accelerated his or her business success.

Leadership Opportunities

- 42 Offer advocacy roles to Associate members — PAC co-chair, association representative at a local government meeting, or legislative contact. What does this do? It shows all your members that Associates care about industry issues and gives Associates a formal role in advocating for Builders.

Education

- 43 Show appreciation for the investment that Associates have made by holding Associate Education Events throughout the year. Each event should be structured to provide Associates with a valuable earning opportunity that can help them enhance their business success.
- 44 Have successful Builders and Associates facilitate roundtables for Associates to learn best strategies for selling to Builders.
- 45 Give tip cards to Associate members on how to make the most of their membership.

Contests

- 46** Wrap a \$50 bill inside the outer wrapper of three candy bars and distribute a candy bar to each of the Associate members. For an added punch, imprint the wrappers with the message, "We appreciate our Associates." Have all the Associate members open their candy at the same time, revealing the three winners.
- 47** Designate a new Associate member as the Mystery Member. Every third (or fifth) Builder who introduces him/herself to the Mystery Member wins cash or prizes.
- 48** Parades of Homes Builders qualify for a prize drawing (for example, IBS registration) by submitting a form which lists the Associate members they used on their Parade Home. The more Associate companies a Builder uses the more chances he or she gets in the drawing.
- 49** Offer free trade show or tabletop booth space to the Associate member who brings the most Builders to the September general membership meeting.
- 50** Ask Builder members to purchase gift certificates to restaurants, movies, theaters, or other cultural or sports events in your area for a prize drawing just for Associates.