

Membership Cup Award - 2023 Application
1201 15th Street NW
Washington, DC 20005
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ID: MA17230

To be considered, Applications must be submitted online.
This document is for reference only.

Membership Cup Award

Contact Information

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Home Builders Association (HBA) Details

<i>Association Name:</i>	Cumberland County Home Builders
<i>Association Number:</i>	4410
<i>Website:</i>	Cumberlandcountyhomebuilders.com

Membership Plan

Briefly describe how your HBA developed this membership plan. Detail who was included in the development of the plan and explain how the plan is connected to other HBA goals. (Scoring: Up to 10 points):

Our membership totals were hit hard during covid. Our State association implemented a new requirement for Builders to have CE Credits. Those Credits could be fulfilled by joining membership. Our board teamed up with Jann Dower at the State Association and started calling every single builder that had received their license and started recruiting. As we made those calls we asked who was their subcontractors. We compiled a list of subcontractors and started recruiting them.

What are the goals of the plan? Were the goals met? Please explain. If the goals were not met, please explain the efforts put forth to meet them. (Scoring: If goals met, up to 10 points. If goals not met, effort is evaluated up to 10 points.):

Our overall goal was just to bring our membership back up and make awareness known about our association. Our membership total has definitely been brought back up and awareness is definitely on the right track as well. We still continue to work towards more Association Awareness. Our Association is in a large retirement community where many residents get taken advantage of so we strive to end that through Association Awareness.

Explain how the membership plan is integrated into other association activities. (Scoring: Up to 10 points):

We have Bi-Monthly meetings that have now become more of an education time for our members to learn how they can better their business. That has really helped our membership grow also because the members find the topics very beneficial. We also have a reception at our Spring and Fall Home Shows that we use as a membership drive to help us recruit our Home Show Vendors as members.

Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):

More members = more members working with members. Our membership growing has really helped all the members because it has helped them find the builders and subcontractors that they need for their own jobs. So our members tell others about the relationships that they have made and it has also helped us gain members that way also.

Describe how the plan incorporates both short-term and multi-year membership development initiatives. (Scoring: Up to 5 points):

Short term it helped us meet our membership total goal. Long term we have creates great relationships with our members and community and are making great strides at making our area better by getting great contractors and subcontractors for our area. Our members want to be members because of the National, State and now Local

benefits.

Explain how the plan is balanced in its approach to both recruitment and retention initiatives. (Scoring: If yes, effort is evaluated up to 15 points. If no, circumstances evaluated up to 15 points.):

It is balanced because we recruit by explaining the values of membership and then able to retain those people by helping them see those benefits and helping them by getting them leads.

Explain how the plan includes and promotes the core benefits of the HBA and of the state and national membership (the 3-in-1 membership). (Scoring: Up to 5 points):

We promote the 3 in 1 membership heavily by explaining all the government affairs and benefits that their membership offers. This alone recruits many people on its own.

Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):

To be honest it's not about an award for us. We just wanted to get our membership back on track and wanted to bring people to the Association because of all it has to offer. Our association is small but very mighty and we are working hard to make our area great again on the Construction Side of things.

Supporting Documents Uploads (PDF or MS-Word Format)

Upload a written membership plan:

Untitleddocument2.pdf

CCHBA Membership Plan

- Recruit 20 new members
- Brand awareness throughout the community
- Have 50% minimum membership in our Home Show Vendors
- Get 60% Licensed Contractors in our Area to join membership