

Membership Cup Award - 2025 Application  
1201 15th Street NW  
Washington, DC 20005  
1-800-368-5242

ID: MA21616

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

## Membership Cup Award

### Contact Information

<i>First Name:</i>	Sarah
<i>Last Name:</i>	Williams
<i>Title:</i>	Executive Officer
<i>Company/Organization:</i>	Inner Banks HBA
<i>Address 1:</i>	PO Box 605
<i>City:</i>	Greenville
<i>State:</i>	NC
<i>Country:</i>	US
<i>Zip:</i>	27835-0605
<i>Telephone:</i>	2527028366
<i>Email Address:</i>	admin@ibxhba.org

### Home Builders Association (HBA) Details

<i>Association Name:</i>	Inner Banks HBA
<i>Association Number:</i>	3438
<i>Website:</i>	ibxhba.org

### Membership Plan

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*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):*

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The IBXHBA Board of Directors faced a financial, membership, and engagement problem in the Fall of 2023. After further investigation the board decided to search for a new Executive Officer for a strong start to 2024. In the meantime, 2024 President Erin Pierce took on the job of EO- learning the ins and outs of membership reporting etc. The first quarter general membership meeting was a smashing success- maxing out the space capacity with shoulder to shoulder attendance. This event's turn out showed that growth was possible. The Board then decided to introduce membership growth goals as part of the pay structure for the new Executive Officer. They decided to launch a campaign to recapture lapsed members, grow the geographic reach of the membership, and encourage existing members participation in order to boost both dues and non dues revenue that could be used to impact affordable housing locally.

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*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.):*

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Goal: Grow general membership by 50% or greater.  
Re-capture members who had lapsed between 2017-2023.  
Increase retention year over year.  
Accomplishment: Yes! We were able to grow the organization by 142% from December 2023, adding over 100 members.  
Steps taken: Erin Pierce, President in 2024, logged in to WMS and printed membership records dating back to 2017 and compared them to current. She mailed out invoices via snail mail, email, and made personal phone calls to follow up. She had many conversations with lapsed members where she heard their concerns and was able to show her heart for our community, resulting in many of them renewing.  
The board voted unanimously to invest in an integrated Association Management software to streamline & automate billing plus create consistency.

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

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Efforts were made to make personal phone calls surrounding each event to re-engage previous members and personally invite new ones.  
Erin, 2024 President, recognized the value in collaborating with other HBA's and made efforts to attend any NCHBA or NAHB event possible and included the new Executive Officer in her travel plans.  
The structure of pay for the Executive Officer was modified to include membership goal incentives and bonuses for achieving both short and long term goals.  
The SPIKE program was advertised and highlighted at most events. Members who referred others were given public acknowledgement.  
New and renewing members were spotlighted on social media and in newsletters.

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

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Taking advantage of the Spike program.

Advertising month to month membership growth, using “It’s good business to do business with a member” to encourage members to ask their colleagues to join.

Asking the Board of Directors to lead by example and encourage their business partners to also join.

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

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Short term goals included an annual growth of 50% total, and incentivizing up to 10 new members per month as a bonus for the Executive Officer for a monthly short term goal.

Long term goals were increasing retention year over year & planning future membership drives for years to come.

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*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.):*

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The introduction of the new Association Management Software offered new and existing members a centralized place to see their membership billing information as well as other resources to encourage retention and increase value for recruitment. Automated billing processes ensured that members would no longer lapse because they “never received an invoice”, which also quelled reinstatement objections and possible new member concerns.

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*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):*

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Advertising the 3-in-1 membership increased buy in from new members who recognized the value of the resources, savings, and representation provided to them by both NCHBA & NAHB in addition to local resources provided by IBXHBA.

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

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This membership plan and its subsequent success came about due to the commitment and dedication of Erin Pierce, IBXHBA President in 2024. Erin worked in the IBXHBA office 40 or more hours a week to learn the job of an EO, create the necessary processes to manage the membership and report back to the Board of Directors as to what was really needed. The passion and dedication that she showed brought needed change to our organization. Her dedication and persistence is unmatched and she truly deserves the recognition. We achieved monumental growth and it was only because of her monumental commitment to impacting affordable housing here in her home town.

## Supporting Documents Uploads (PDF or MS-Word Format)

<i>Upload a written membership plan:</i>	MembershipPlanDoc-GoogleDocs.pdf
<i>Supporting Document #1:</i>	ErinsWMSNotes1.pdf
<i>Supporting Document #2:</i>	ErinsWMSNotes2.pdf
<i>Supporting Document #3:</i>	SGWEMPloymentoffer.pdf
<i>Supporting Document #4:</i>	socialmedia.pdf
<i>Supporting Document #5:</i>	hbarebates.pdf
<i>Supporting Document #6:</i>	augustpresentation.pdf



# THANK YOU FOR YOUR RENEWAL

Coastline Electrical Constructions  
Highland Custom Builders  
Holloman Construction



join today at [www.ibxhba.org/membership-application](http://www.ibxhba.org/membership-application)

**No comments yet.**  
Start the conversation.

[View insights](#)

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Be the first to like this  
April 22, 2024



Sarah Williams

Dear Sarah

We are pleased to offer you the position of Executive Officer of the Inner Banks Home Builders Association. You will report to the President of the Board of Directors for the Association.

This position offers an annual salary of \$45,000 which will be paid twice per month. This position is considered exempt under the federal and state wage and hour laws, which means you are not eligible for overtime pay beyond your salary.

This is a full-time position, and hours of work and days are Monday-Friday 8-5. Occasional evening and weekend work may be required as job duties demand. Up to 25% travel may be required. Compensatory time off will be granted for evening/weekend events or travel which will be approved by the President.

Your position is eligible for 10 days of vacation. We also offer a \$435 monthly allowance for the purchase of health insurance. Further details will be provided during your first week on the job. The Association observes 10 paid annual holidays which are New Years Day, MLK, Washington's Birthday, Memorial Day, July 4<sup>th</sup>, Labor Day, Veteran's Day, Thanksgiving, Christmas Eve and Christmas Day.

You will be eligible to earn bonus compensation. For 2024, for each new member (not active in past 3 years) recruited you will earn \$50 for the first 10 members recruited, with a \$200 bonus for acquiring 10 members, paid monthly. For 2025, you will be eligible to earn \$50 for each new member paid monthly, with a \$500 bonus if a 20% member growth rate is achieved paid at the end of the calendar year. New members are classified as having not been on the membership roster for 36 months. Baseline membership will be calculated as of Dec 31, 2024 to determine growth target for 2025.

You will be provided a company cell phone with loss/damage protection insurance. The association will cover 1 deductible in the event of loss or damage. Any further loss or damage incidents will be your responsibility. We do expect you will care for and protect the assets and confidential information of the association.

Your employment with our company is at will, which means that either you or the company may terminate the relationship at any time.

We look forward to having you join us no later than February 1, 2024 for your first day of employment. Kindly indicate your understanding and acceptance of our offer by signing below

## **2024 IBXHBA Membership**

### **Goals:**

- **Increase Membership.**
- **Re-instate lapsed members from 2017- now.**
- **Increase retention moving forward.**

### **Necessary Steps:**

- **Learn WMS system.**
- **Download report of all members since 2017.**
- **Send invoices to lapsed members.**
- **Begin invoicing renewals 90 days in advance.**
- **Establish renewal processes to be completed for every member at time of joining or renewal.**
- **Educate existing members about SPIKE incentives.**
- **Highlight at least 1 member benefit from NAHB or NCHBA at each general membership meeting & in each newsletter publication.**
- **Increase social media presence**
  - **Advertise new and renewing members.**
  - **Advertise NCHBA Health insurance plan**
- **Create membership drive- change Affiliate member price to \$100/annually.**





## Want To Start Getting Money Back For Products You Already Use?



FREE MEMBER BENEFIT OF  
YOUR STATE & LOCAL HBA

[HBArebates.com](http://HBArebates.com)

### EASY TO PARTICIPATE!

IF YOU USE ANY OF OUR

### PARTICIPATING MANUFACTURERS

- 1 Register
- 2 Submit a  
Rebate Claim
- 3 Receive a  
Rebate Check

THE AVERAGE REBATE PER  
BUILDER/REMODELER COMPANY  
WHO PARTICIPATED IN 2022 WAS:

# \$1,526.65



Inner Banks Home Builders  
Association

Published by SG Williams

February 13, 2024 · 🌟

How many of these brands did your business purchase from last year? 🗳️  
Did you get your rebate?

Edit

Boost post

1



Comment as Inner Banks Home Builders Association



Process new members -

enter into WMS -

= Processing a batch

copy batch info (from <sup>top page</sup> ~~summary~~)

→ copy this page 4 times  
1 - into NAHB file  
1 - accounts payable [NAHB & NCHBA]  
2 - NC report + accounts payable

~~scan accounts payable forms and  
send to Treasurer - Harry Lang~~

→ so scanned saved as 1-31-24 payable NAHB

Send this via email - Harry Lang  
Kathy Herring  
Katie LaBarbera  
done 1/31/24 →

1 NAHB BATCH FILE

2 Accounts Payable

- NAHB

- NCHBA

1 NCHBA reporting file - send 1 per month  
w/ all batches



## Process:

Add member → if ~~ref~~ affiliate look up in view membership the company need PIN# + company COLD - under company name to add affiliate

- Choose Type    ↓    Builder - Contractor  
Associate - Other  
Affiliate - under company

↓ for New Company - add info  
Existing - enter COLD#

↓ Assign New Person -

? Andrew

Bill them

Abser A needs to pay  
associate membership  
for the elevator company  
if Owner is under  
Cutter banks HBA

they need a membership  
here -  
can not be an affiliate?



# Do Business with NAHB Members

THEY KNOW WHAT IT TAKES.



INNER BANKS  
HOME BUILDERS ASSOCIATION



NAHB®