

Membership Cup Award - 2025 Application
1201 15th Street NW
Washington, DC 20005
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ID: MA21615

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>	Building Contractors Association of SW Idaho
<i>Association Number:</i>	1325

Website:

bcaswi.org

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):

At the conclusion of 2023, the newly elected leadership established objectives for 2024 aimed at expanding membership and enhancing retention. This initiative acknowledged Idaho's swift growth and the increasing need for local advocacy in light of rising fees and regulatory challenges. The strategy emphasized bolstering advocacy through increased participation and cultivating relationships between Builders and Associates to bolster the market. A significant aspect of this plan was the recruitment of younger members to ensure ongoing engagement in board and committee activities. To facilitate these objectives, a dedicated staff member was appointed to focus on recruitment and retention, and monthly goals were developed in partnership with the Membership Committee. The strategy was officially ratified during the annual strategic planning meeting, receiving unanimous support from the Board and Committee Chairs.

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.):

One of the primary objectives was to increase membership by 10 individuals each month. The association surpassed this target by acquiring 219 new members and reinstating 59. Despite experiencing 139 cancellations, we achieved a net gain of 163 members, averaging 13 new members monthly. A significant contributor to this achievement was the participation in the Young Professionals pilot program, which facilitated the creation of a Young Professionals Network and broadened outreach efforts. Additionally, another objective was to enhance event attendance to improve fundraising, networking opportunities, and provide complimentary educational and social activities. These initiatives highlighted the benefits of membership, and as attendance grew, voluntary sponsorships increased, along with member support. This overall expansion also resulted in greater committee involvement, responding to a request from long-standing volunteers.

Reactivating cancelled members was also a priority. Using a list provided by NAHB, the expired members received a personalized communication from the Executive Officer with updates on the Association. This was followed up with contact from veteran members who had been familiar with the former members.

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

The Parade of Homes continues to be the association's primary source of non-dues revenue and a cherished tradition in Boise. It fosters membership by motivating participating builders to enroll and utilize member subcontractors. Only association members are eligible to be highlighted in the event magazine or to promote their

services during the show. The BEAM award has been revitalized to provide additional motivation for membership. The membership strategy also emphasizes educating members about industry challenges at all governmental levels, underscoring that advocacy is more effective with a larger membership base. A robust Builders and Developers Committee, supported by a paid lobbyist, facilitates engagement with elected officials and attracts prospective members. To better address the unique issues and geographic challenges of McCall—a resort town—a local council was established, which has successfully increased membership in that region.

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

The BCASWI engaged in the NAHB Membership drive with a NASCAR theme. We encouraged Builder members to collaborate with Associates and organized a two-day event at the BCASWI office, concentrating on outreach through phone calls, text messages, and emails from the members. Participants enjoyed meals and prizes, and names were drawn for an IBS scholarship. Lists were compiled from expired members, IBS attendees, and non-member professionals in the building industry. Monthly Associates Council meetings are designed to attract builders and associates, featuring an assortment of events such as builder panels, an Economic Summit, and a picnic. We hold monthly YP Network gatherings at local breweries. Committee Chairs and board members attend these to speak to participants about the opportunities to serve in the BCASWI. Prospective members are welcomed to these meetings and networking is encouraged.

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

We have allocated resources to the NAHB Touch program to enhance both initial and ongoing engagement with our members. This initiative is in line with our bi-monthly newsletter, which highlights upcoming events, features members, and provides a summary of recent activities. Furthermore, we strive to integrate new members into leadership positions, including Committee Chairs and Board of Directors, to ensure their voices are heard in shaping the association's future. Our experience, particularly among our Young Professionals, suggests that the opportunities to lead are advantageous and promote greater commitment.

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.):

Feedback from our experienced members has led to an increased focus on our Spike Club. The opportunity to earn triple Spikes during the Membership Drive expanded the program and generated a sense of FOMO among both new and long-standing members. The Spikes not only serve as a recruitment tool but also act as Ambassadors for the members they bring in. Spike rewards include complimentary access to our Top Golf event, a dedicated Spike bar at banquets, and branded merchandise for each new level attained. We successfully recruited 107 new members through the YP Pilot Program; however, in retrospect, we recognize that our

onboarding and retention strategies need to be prioritized. Our membership strategy for 2025 aims to address this concern by laying out specific steps for better member integration.

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):

Upon joining, new members receive assistance from a staff member to establish their NAHB pin and are provided with information regarding available resources including educational resources. We have been fortunate to host numerous NAHB officials and staff in Idaho, who have shared their expertise, facilitating a better understanding of the programs. The Idaho Home Builders Association shares our office space, promoting seamless integration. Additionally, the annual IHBA legislative meeting takes place in Boise, enabling members to participate without the need for travel. The BCASWI has made a strategic choice to fund travel for our NAHB and IHBA directors to attend both national and state meetings. Furthermore, several of our members serve on key NAHB and IHBA committees and consistently provide updates to the rest of our membership.

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

We have been identified as an advocacy organization that coordinates events to advance these initiatives. Our membership saw a decline until 2023, leading to reduced influence with elected officials and a sense of complacency. It was a conscious decision to reorient our focus towards a value-driven membership organization, emphasizing the expansion of our membership base. The membership strategy implemented for 2024 was proven effective and revitalized our mission and initiatives. Our leadership team and staff executed a thorough, multi-dimensional approach to membership and take great pride in receiving an NAHB Grand Award. Idaho is a small State and it was an honor to be recognized nationally. The contributions from members at all levels and across all activities serve as a model that will enable us to continue representing the building industry positively within our communities as we continue to fight for attainable housing.

Supporting Documents Uploads (PDF or MS-Word Format)

<i>Upload a written membership plan:</i>	2024MembershipPlan.docx
<i>Supporting Document #1:</i>	MembershipFlyer.pdf
<i>Supporting Document #2:</i>	MembershipDriveFlyer.pdf
<i>Supporting Document #3:</i>	Membership.pdf
<i>Supporting Document #4:</i>	YPmembershipplan.docx



BUILDING CONTRACTORS ASSOCIATION
OF SOUTHWESTERN IDAHO

JOIN US!



OUR MISSION

- To be the respected voice of the building industry.
- To be the deciding factor in political, legislative and regulatory matters.
- To be the leader in protecting and enhancing the quality of life through effective stewardship of the land.
- To be the resource for members to enhance business opportunities.
- To be the leader in promoting partnerships with community groups, related industries, and governmental entities to accommodate an expanding economy.
- To provide educational opportunities for the professional advancement of its members & educate the public.
- To promote the policy of members doing business with members.

BENEFITS

- Automatic membership in the Idaho Home Builders Association (IHBA) and National Association of Home Builders (NAHB).
- Access to educational programs, industry publications, and resources.
- Networking opportunities and exposure to the latest building products and services.
- Advertising opportunities.
- Lobbying and legislative representation.
- Benefits and savings through NAHB. Visit www.nahb.org/savings for more information.
- Health insurance through Blue Cross of Idaho for qualifying companies.

PRICING

Young Professional:

For individuals/organizations who are 45 or younger. \$75 first year dues & \$300 off for the following three years. The fifth year of membership is full price.

Affiliate Member:

Additional \$30 per year to add individuals to your membership.

Builder/Developer:

\$850 annual dues. An additional \$40 fee for each permit pulled per year.

Associate:

\$650 annual dues.



CONTACT US!



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Building Contractors Association of Southwestern Idaho

2024 Membership and Outreach Plan Outline

Details in questionnaire

Increase membership numbers to enhance government advocacy efforts at the local and state levels

- Set monthly goals for new member enrollment

- Reinstate cancelled members

- Dedicate a staff person to recruitment and retainment

- Participate in the NAHB YP pilot program

Emphasize the value of membership

- Increase participation in events; allow non-members to attend specific programs

- Use existing Committees and events to recruit new members

NAHB/IHBA (3 in 1)

- Assist new members in setting up NAHB pins

- Encourage members to attend IHBA and NAHB meetings and get involved in Committees

- Integrate NAHB speakers and education offerings into curriculum

Membership Drive

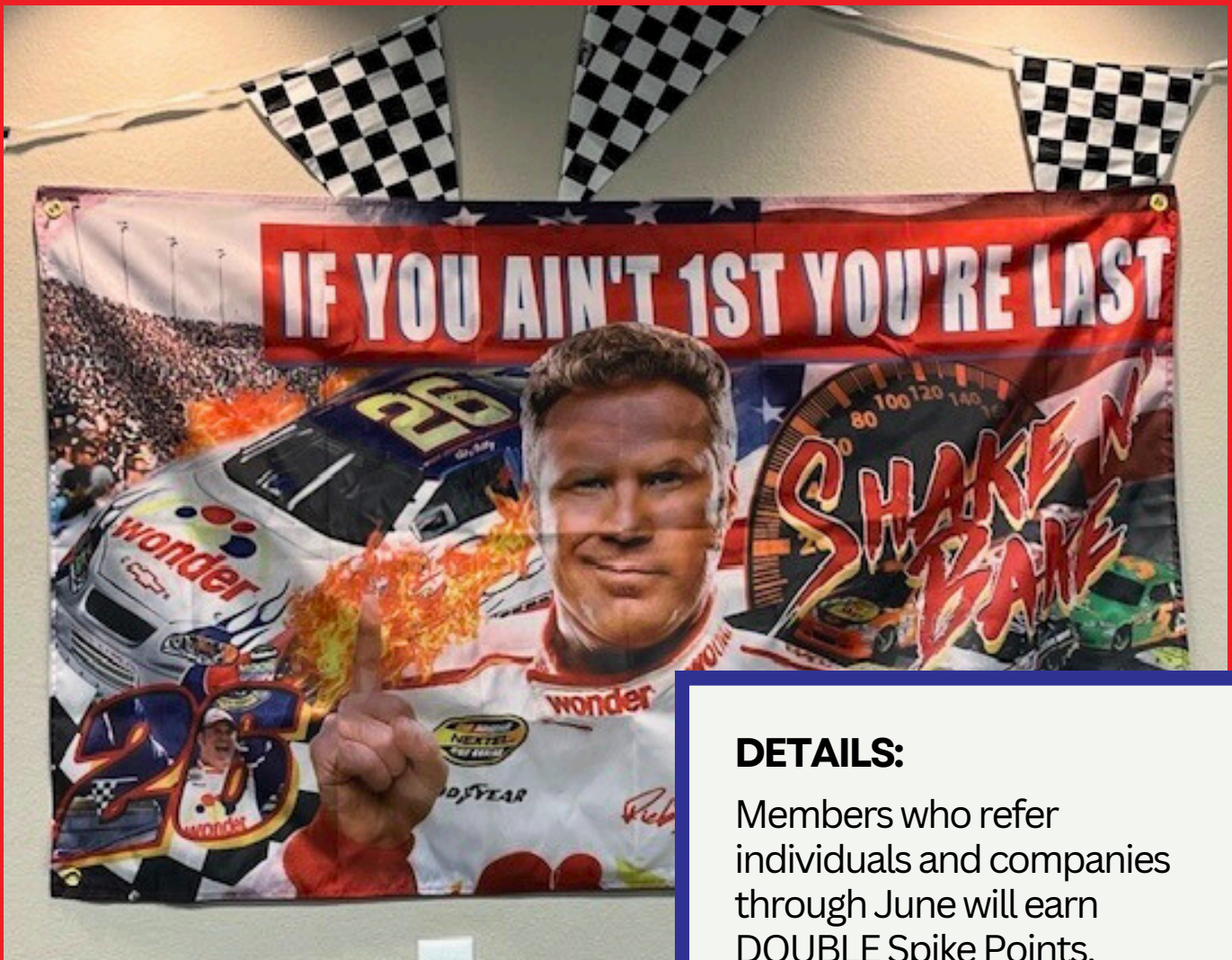
- Participate in the NAHB Spring Membership Drive

- Support Membership Committee with recruitment, onboarding and retainment

SPIKE Club

- Establish monthly meetings

- Reinstate awards program



MEMBERSHIP DRIVE

MAY 1 - JUNE 30

More Information:
www.bcaswi.org

DETAILS:

Members who refer individuals and companies through June will earn **DOUBLE** Spike Points. if BCASWI achieves a net 7% growth in membership, you'll receive **TRIPLE** Spike Points!

BONUS!

when we reach our growth target, two lucky recruitment helpers will win either a **FREE** 2025 IBS entry or a \$1,000 stipend to attend.





BCA of Southwestern Idaho YP Recruitment Plan 2024

Overview:

To aid in the recruitment of new members, a leadership team has been established to promote the new young professional membership pilot program, known locally as the Young Professionals Network. The leaders for this program are:

Clayton Conner

Kelsey Wartman

Craig Stammeler

Liz Pike

SMART Goals

Specific:

- Grow membership of the BCA, awareness of the Young Professionals Network, and promotion of new YP membership pricing through engaging events and timely communication.

Mixers:

The YPN will host monthly mixers on the first Wednesday of each month. These mixers will be hosted at primarily local breweries. Each mixer will have a builder member as a sponsor to cover the first round of drinks for attendees. A plan to host a cornhole tournament in summer, a Halloween costume contest, and an end of year/holiday party is also in discussion.

Membership Drive:

Specific messaging will be used to target YP candidates during the 2024 membership drive. Below is an email template to be used.

Hi, this is [Your Name] with the Building Contractors Association of Southwestern Idaho following up on the voicemail I just left you about membership with us. Again, you receive membership with the Idaho Home Builders Association and the National Association of Home Builders through your membership. I've also attached our member



advantage handbook, which provides information about the Association and the benefits you receive as a member. Below is the pricing for our membership dues:

[Enter YP Builder or Associate Dues].

Visit www.bcaswi.org for more information and to complete our application. Be sure to check our events calendar to find out when our next YP mixer is. Please reach out to me with any questions or our membership director, Tucker Craig at tcraig@bcaswi.org. I look forward to hearing from you.

YPN Leader Meetings:

The YPN leaders will meet one week following each month's event to re-cap the last mixer, make follow ups to potential new members, schedule locations, and contact builder members for sponsorship.

Communications:

Staff will coordinate amongst each other to ensure that the member base is aware of the young professional mixers. This will include email, social media, and marketing materials.

JOIN US!



Join BCASWI between
April 1 and June 30
for your chance to win a
FREE entry to the 2026
International Builders Show
(IBS) and a **\$750** travel
stipend to attend!