

Starting a **YOUNG** PROFESSIONALS COMMUNITY

A Toolkit for Home
Builders Associations

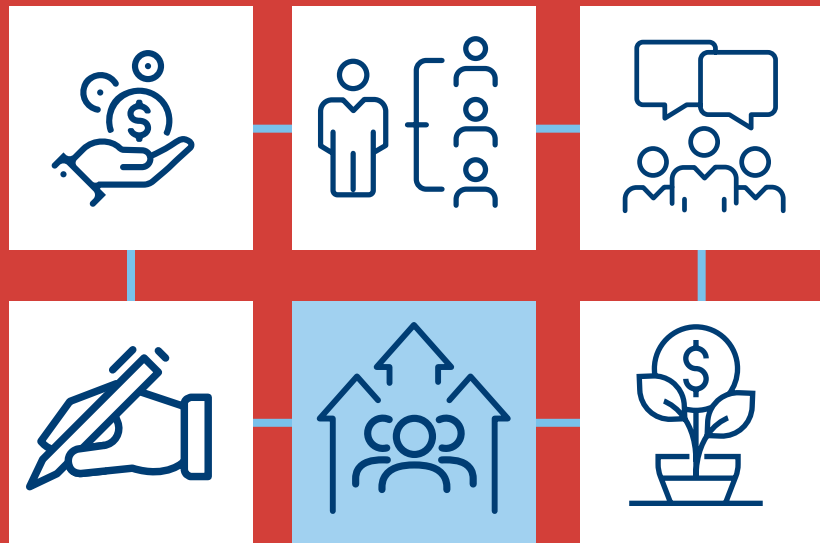




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Using this Guide

Welcome to the Young Professionals (YP) Community Toolkit! Whether you're starting a community from scratch or enhancing an existing group, this is your roadmap to a thriving community of future leaders.

You'll Find:

- Step-by-step guidance to start and sustain a YP Community at your HBA.
- Tips, examples and templates from NAHB and local YP Communities.
- Ready-to-use resources that you can implement now.

This Guide is For:

- HBA staff and board members.
- Young Professionals interested in gaining leadership experience.
- Anyone committed to growing the next generation of industry professionals.

Use This Guide by:

- Reading it start to finish, or referencing tools and sections based on your current needs.
- Customizing it! Get to know your local YPs and edit this guide to fit their YP Community goals.

Why Should my HBA have a YP Community?

- YP Communities can build your association's future member leaders.
- Give a stronger voice to new thoughts and perspectives in your association.
- A YP Community can keep members engaged at your HBA.

GETTING STARTED

Starting a YP Community can seem daunting. Follow the steps below and use [NAHB's Starting a Young Professionals Community Checklist](#) in Appendix E to stay organized.

Assemble your YP Community team

Gather a small group of members that share your interest in a YP Community to lend their various skills and perspectives. Kick things off with a quick meeting to identify who will lead, provide support and champion the group. Develop a timeline with milestones like a launch date, first meeting agenda and membership goals.

Many HBAs find that formally creating a core committee for their YP Community provides helpful structure. Talk to your EO to learn how to officially start a committee that's recognized by HBA leadership. Then, gather about 7 to 10 enthusiastic volunteers who are invested in building the YP Community. This group will shape the community's direction, make decisions and champion the program. Aim for diversity in roles and backgrounds to ensure broad perspectives.

See Appendix F for the Committee Planning Guide.

Action Steps for your YP Community Team:

- Define your mission: What is the purpose of the YP Community, and why should it exist?
- Craft a vision: What will success look like for your community?
- Establish clear, measurable goals to track progress and celebrate wins.

Gather your resources

Next, research tools that can help you work efficiently. Ask your state HBA if they have resources for YPs and explore NAHB's YP resources at nahb.org/yp. Reach out to established YP Communities for guidance or see if they would be willing to collaborate with your group on an upcoming event.

Introduce your community

Once you've agreed on your mission, vision and goals, ask your association leaders and key stakeholders for their buy-in and support. Focus on clearly communicating a YP Community's potential value and impact on the future of the association and industry.

Tips!

Start simple and build momentum—quality over quantity. A well-run happy hour is better than a rushed conference. Make it fun! Energy attracts energy.

CRAFTING A VISION, MISSION AND GOALS

Crafting clear mission and vision statements focuses your group and makes it much easier to communicate with leadership.

Vision = What success looks like

Example: "Developing future leaders for a strong, diverse home building industry."

Mission = What you do and why

Example: "Connect and engage young professionals to empower the next generation of homebuilders."

Action Steps:

1. Workshop your mission and vision statements at an early YP Community meeting or via survey.
2. Keep language simple and inspirational.
3. Revisit these statements annually and revise as your community evolves.

Goals = Measurable Outcomes

Goals help keep your group's eye on the prize. Consider using SMART Goals:

- Specific
- Measurable
- Achievable
- Relevant
- Time-Bound

Tips!

Include young members in this process to get their buy-in.

Share your mission statement on outreach materials.

EXAMPLES

NAHB's Mission and Vision

Vision Statement

Building Homes, Enriching Communities, Changing Lives

Mission Statement

NAHB strives to protect the American Dream of housing opportunities for all, while working to achieve professional success for its members who build communities, create jobs and strengthen our economy.

Home Builders Association of Greater Tulsa's Young Professionals Community Mission

As future leaders of the Home Builders Association of Greater Tulsa, we are dedicated to develop leadership, recruit the next generation of HBA members, inspire innovation through education and social media, and participate in community outreach.

BIA Bay Area's Young Professionals Mission and Vision

Vision

Building the Future [Leaders]

Mission

Network. Mentor. Educate.

Goal

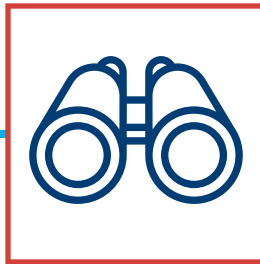
The goal is to create a prosperous and flourishing committee that provides a place for the building industry's young professionals to have a place to go for support, guidance, leadership, and inspiration. The committee will help young professionals have thriving careers for decades to come and become stewards for positivity, inclusion, and continual evolution of the building industry.

STRUCTURING YOUR COMMUNITY

We discussed the Vision, Mission and goals for a YP Community, which serve as guiding principles. Now, it's time to consider how the community will be structured. Although these details may seem unnecessary, new communities often struggle to succeed if they don't lay the groundwork with a leadership model.

Tips!

Use the [Planning Guide](#) to start off on the same page.



FINDING YOUNG PROFESSIONALS

With a structure in place, you're ready to grow your community. Here are tips for attracting your HBA's Young Professional members (and maybe even encourage non-members to join).

Referrals

The easiest and cheapest way to grow your community is to get out and talk to people.

- Encourage members to invite YPs they know and work with.
- At events or board meetings, regularly ask, "Who's one young pro we can invite next?"
- Consider offering incentives or recognition for members who successfully recruit someone to the community.
- Keep a running list of interested or potential YPs to follow up with consistently. Use the [Prospective Member Tracker](#) as a guide.

Partner Outreach

Think of groups and organizations where your ideal members are already engaged.

- Reach out to instructors at technical schools, colleges and CTE programs to open the door for their students to join your HBA and YP Community.
- Visit classrooms, sponsor school events or invite guest speakers to share their real-world insights.
- Attend job fairs and workforce events to connect with early-career individuals.
- Collaborate with trade unions, apprenticeship programs and youth workforce nonprofits.
- Introduce your YP Community to any local NAHB Student Chapters or college clubs.

Affiliate Membership

Potential YP Community members may be working for a company that's already a member of your HBA. Some HBAs offer Affiliate Memberships to employees of member companies, or employers may be willing to cover the cost of their employees' memberships.

- Promote Affiliate or “Young Professional” membership options to make it easier to join the HBA.
- Highlight examples of YPs who joined as Affiliates and found success through the HBA.
- Work with member companies to identify and enroll their rising stars as Affiliate members.

Tips!

Always have an elevator pitch ready: “Our HBA’s Young Professional Community helps early-career professionals network and gain leadership experience that sets them up for future success. Plus, we’re growing! We invite anyone who’s interesting in supporting the future of home building to join us.”

Focus on establishing relationships first - schools and community partners are more likely to engage when there’s mutual trust.

ENGAGEMENT STRATEGIES

Once you begin welcoming young professionals to your community, it's important to keep them engaged so they see the value of the community. Here are some ideas to sustain engagement:

Events

- Student-focused open houses, career fairs and speaker panels will support those entering the workforce.
- Host casual mixers, happy hours and social gatherings to appeal to YPs.
- Joint events with other association groups (e.g., Remodelers Council, Professional Women in Building) can encourage networking across niches.

Professional Development

- Workshops and seminars on relevant skills such as project management, emerging technology and leadership.
- Provide virtual learning opportunities for those who cannot attend in person.
- Promote NAHB Education opportunities including [Credentials](#), [Live Classes](#), and the [full Course Catalogue](#).

Recognition

- Create a “Rising Star” or “YP of the Month” spotlight to highlight members’ involvement and achievements.
- Share group members’ successes in newsletters, social media and your local publications.
- Tap award winning members to help promote HBA events to boost your community’s visibility and cross-generational engagement.

Community Service

- Partner with local nonprofits or housing initiatives for hands-on volunteer days.
- Choose service projects that align with industry values such as affordable housing builds or free home repairs.
- Encourage YPs to take initiative and lead service efforts to build leadership and teamwork skills.

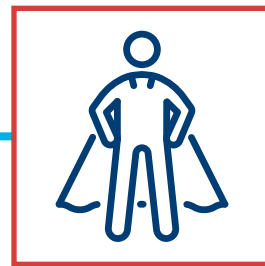
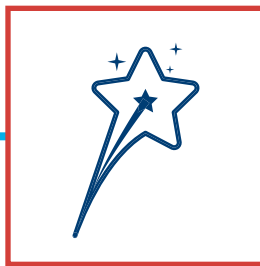
Leadership Development

- Invite YP members to other events at your HBA.
- Ask experienced members to volunteer as mentors for YP Community members.
- If you don't have a formal committee, start a YP advisory council to gather feedback and assist with future programming.
- Encourage members to pursue [NAHB's leadership development opportunities](#)

Tips!

Make new members feel welcome by introducing them to the group and extending personal invitations to upcoming events.

Regularly ask for feedback and new ideas to keep your programming fresh and exciting.



FUNDING YOUR COMMUNITY

Your YP Community will need steady funding for programs and events. Start with a few core funding sources and scale as your community grows.

Community Dues

Consider optional or low-cost annual dues for YP Community members (e.g., \$25–\$50/year). This creates a modest revenue stream and instills a sense of ownership and commitment among members. Be transparent on how this money is spent and create additional value for paying members through member-only events, discounted tickets or early access to leadership opportunities.

Budget Allocation

Ask your HBA to allocate a portion of its budget to your group. Even \$500–\$1,000 can cover basics like refreshments or marketing materials for your first event. Submit your YP Community budget requests during your HBA's budget planning cycle including a line-item breakdown of expected costs.

Sponsorships

Invite industry partners such as suppliers, trade partners or established members to sponsor your events and initiatives. Offer sponsors the opportunity to attach their company name to a good cause by including their logo on event materials, shouting them out on social media or inviting them to participate in speaking opportunities. Consider creating tiered sponsorship levels (e.g., Gold/Silver/Bronze) with varying sponsorship perks and price points.

Ticketed Events

Offset the cost of professional development or special events by charging a registration fee (\$5–\$25). Offer member and non-member pricing, or bundle costs into the annual YP Community dues, if applicable.

In-Kind Donations

Tap local businesses to lend their venue space, catering services, swag or promotional support. Restaurants, event spaces and vendors may be willing to contribute in exchange for exposure. You can acknowledge these supporters publicly and in writing.

With a bit of creativity and asking around, you'll be able to gain support for your community and grow its reach in your area.

COMMUNICATING WITH YOUNG PROFESSIONALS

Young Professionals—think Millennials and Gen Z—seek messaging that's immediate, authentic, visual and personalized. Here's how to meet them where they're at:

Use Text and Messaging Apps

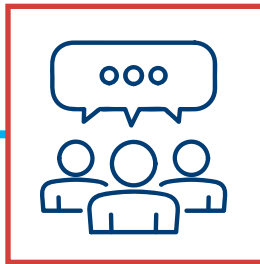
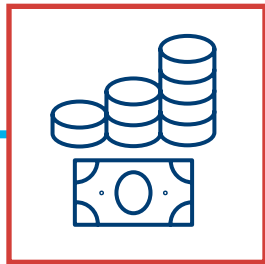
- Launch a dedicated WhatsApp or SMS group for quick, conversational updates and informal check-ins.
- Use platforms like Slack or Teams for topic-based discussions, polling or real-time coordination.
- Combine digital with in-person activities. For example, follow an in-person event with a group chat or photo share.

Email—But Lean and Focused

- Send brief, value-packed emails with a simple call to action. Avoid long blocks of text.
- Use visual elements like photos from events or branded headers to make emails polished and engaging.

Embrace Visual and Bite-Sized Media

- Post Instagram Stories, short Reels or TikTok clips to highlight your events and behind-the-scenes moments to promote your community and maybe even create some FOMO.
- Create templates to make it easy to spotlight members on Instagram or LinkedIn.



Be Authentic

- Whenever possible, address individuals by name in messages and tailor content to their interests (e.g., “Hey Alex— Thanks for joining us at our last happy hour. Check out our upcoming education session!”).
- Be transparent about opportunities, expectations and how the YP Community fits into the HBA’s mission.

Respect Comfort Zones—But Encourage Connection

- Recognize that younger members may avoid face-to-face small talk, but they still value genuine connections.
- Remind community members to introduce themselves to newcomers or pair them with a friendly peer who can show them around and introduce them to other members.

Branding

Use the [brand guidelines](#) that are already available to your HBA from NAHB as a starting point.

Tips!

Prioritize platforms that your HBA’s young professionals actually use, such as Instagram, TikTok and LinkedIn.

Use short-form video content to recap events, share member stories and provide authentic insight into different career pathways.

Include QR codes on print materials that direct to additional resources or sign up forms.

CONTACT INFORMATION

We’re delighted you are taking the initiative to start a Young Professionals Community at your local or state HBA. If you are interested in having a one-on-one call to discuss your YP Community, please reach out to Rachel MacKenzie, NAHB Membership Director, at rmackenzie@Nahb.org.

For additional information and news from NAHB Young Professionals, join us on nahb.org/yp, [Facebook](#) and [Instagram](#).

Testimonials

“Joining NAHB’s Young Professionals has been an incredible opportunity to grow, connect, and get more involved in our industry. Being part of the YP community—nationally, statewide, and locally—has given me friendships, mentorships, and fresh ideas that have strengthened me both personally and professionally. By helping launch our local group and supporting other BIAs with their YP councils through the Growth Hub committee, has been especially inspiring. Most of all, YP has pushed me to step out of my comfort zone, take on new leadership roles, and become a more confident advocate for the next generation of builders.”

Blanca Vasquez-Zurawskyj

VP of Operations, VCC Contracting,
Collier Building Industry Association

“To me, being part of the GHBA Young Professionals group is about more than just career development. It’s a place where I can grow personally, learn from others, and build connections that push me to be better both at work and in life.”

Byron Bimage

LP Building Solutions,
Greater Houston Builders Association

Appendix

APPENDIX A – ICE BREAKERS

Getting to know each other can feel intimidating at first—but a few well-placed ice breakers can quickly turn strangers into peers. Here are some fun and easy ice breakers:

1. Two Truths and a Lie (Industry Edition)

Each person shares three statements—two true, one false—about their experience in the industry. Others guess the lie.

Example: “I’ve fallen through a roof. I once framed a wall backward. I can drive a forklift.”

2. Speed Networking

Set a timer (3–5 minutes) for one-on-one conversations. Rotate partners several times. Provide a few prompts to guide conversations.

Example:

- “What brought you to the home building industry?”
- “What’s your biggest challenge at work right now?”
- “What’s your dream project to work on?”

3. Would You Rather: Construction Style

Pose funny or industry-specific dilemmas to the group.

Example: “Would you rather spend a week on a muddy jobsite or sit through 20 zoning meetings?”

4. Build Your Own Name Tag

Provide blank tags and colored markers. Ask participants to write their name and one fun fact—like favorite building material, weirdest job or dream vacation.

13 Icebreaker Questions for any meeting:

- What brought you to the home building industry?
- What was your very first job (in any industry)?
- If you could build your dream home anywhere, where would it be?
- What's one skill you'd love to master?
- What's your favorite design trend right now?
- What's the most unexpected thing you've learned on a jobsite?
- If you could swap roles with someone in your company for a day, who would it be and why?
- What's your best "workplace win" so far?
- What's the weirdest thing you've ever encountered during a site visit or inspection?
- If you weren't in construction/home building, what career path would you explore?
- What's one goal you have for your career in the next year?
- What's your favorite project you've worked on, and why did it stand out?
- What's one fun or unique fact about you that most people wouldn't guess?

APPENDIX B – SURVEYS

Surveys are a vital tool to understand your members' needs. It is important to review every survey response and adapt based on what they say. Taking member feedback and putting it in a drawer will not lead to positive outcomes – or participation in future surveys!

Here are some surveys to understand YP members and what they want from the YP Community.

New Member Interest Form

What do new members want from a YP Community?

[Download the template.](#)

Why are you interested in joining the YP Community?

What are your professional interests or career goals?

Which industries or fields are you most interested in connecting with?

What types of events are you most excited about?

- Networking opportunities
- Professional development workshops
- Casual social gatherings
- Community service/volunteer activities
- Other (please specify)

How often are you available for YP Community events?

- Weekly
- Monthly
- Quarterly

What skills or topics would you like to learn through YP programming?

Are there particular speakers, mentors or leaders you'd like to hear from?

How would you like to be notified of YP Community news and events?

- Email
- Social media (Specify platforms)
- Text messages
- Website/online portal

What days/times generally work best for you to attend events?

What are you hoping to gain from being part of this community?

- Expand my professional network
- Make new friends
- Leadership opportunities
- Contribute to community initiatives
- Other (please specify)

Is there anything specific you'd like us to know about your interests or needs as a new member?

Post Event Feedback

Given to attendees immediately after an event. [Download the template.](#)

Overall, how satisfied were you with this event?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

What part of the event was most valuable to you?

What could we improve for future events?

Would you attend another YP Community event in the future?

- Yes
- No
- Maybe

Annual Assessment

Yearly assessment of the YP Community to help set goals for the following year. [Download the template.](#)

How satisfied are you with your overall experience in the YP Community this year?

Has the YP Community met your expectations?

Would you recommend joining the YP Community to another young professional?

- Yes
- No
- Maybe

Which types of YP events did you attend this year? (Check all that apply)

- Networking/social events
- Professional development workshops/training
- Community service/volunteer projects
- Site tours/panel discussions
- Leadership/committee meetings

Which YP events did you find the most valuable and why? (Open text)

How would you rate the quality and relevance of YP programming this year?

Has your involvement in the YP Community helped you...?
(Check all that apply)

- Expand your professional network
- Learn new skills relevant to your career
- Gain leadership experience
- Get more involved with the HBA
- Discover career opportunities
- Other (please specify)

What specific skills or topics would you like the YP Community to focus on next year?

What are your top priorities for the YP Community next year?
(Rank or select)

- Networking & relationship building
- Career development & training
- Advocacy & industry awareness
- Community service & giving back
- Leadership opportunities

What barriers, if any, keep you from engaging more with YP activities?
(Time, cost, scheduling, awareness, other)

What new ideas, programs, or changes would you like to see implemented next year?

Do you have any additional feedback, suggestions or goals for the year ahead?

APPENDIX C – MENTORSHIP

Formal mentorship programs can require a lot of time and resources, but impactful mentorship doesn't have to be complicated. Informal approaches often feel more accessible and authentic, especially for Young Professionals just starting out.

Mentorship Moments at Events

Create structured-yet-casual opportunities during YP events for mentorship to naturally unfold. Examples include:

- Speed Mentoring: Rotate YPs through 5-minute conversations with seasoned professionals.
- Ask Me Anything (AMA) Panels: Invite veteran members to share career stories and answer live questions.
- Mentor Mixers: Pair a few experienced members with small groups of YPs for roundtable-style networking.

Coffee or Lunch Connections

Launch a monthly or quarterly “Mentor Meet-Up” where two or three YPs are matched with one seasoned member for coffee or lunch. Keep it simple:

- Ask participants to share short bios or bullet points of their goals and interests with each other to quickly start a conversation
- Provide a list of suggested topics (career growth, project challenges, leadership tips)
- Encourage casual follow-up, but no long-term commitment

Peer Mentorship

Not all mentors have to be seasoned professionals—peer-to-peer mentoring can be just as valuable. Encourage:

- Accountability Buddies for event planning, skill development, or career goals
- Small Cohort Learning Groups based on shared interests (e.g., project management, design trends)

“Office Hours” with Leaders

Invite local HBA board members, business owners or committee chairs to host informal “office hours” where YPs can stop by, ask questions or just listen. These can be:

- Monthly pop-ins before/after regular meetings
- Virtual drop-ins via Zoom
- 20-minute pre-event huddles

Recognition and Reflection

Celebrate mentor and mentee stories publicly to encourage participation:

- Share a “Mentor Moment” in your newsletter or social media
- Offer a thank-you gift or certificate of appreciation to engaged mentors
- Capture short quotes about what they’ve learned or gained

Key Takeaways

- Keep it low-pressure—mentorship should feel natural, not mandatory.
- Meet them where they are—offer a mix of formats (virtual, in-person, one-on-one, group).
- Start small—a single strong connection can make a lasting impact.

APPENDIX D – EXAMPLES

See what other local HBA's are doing for their Young Professional Communities:

[40 Below Council - HBA of Greater Tulsa, OK](#)

[NextGen Council, Home – Wichita Area Builders Association](#)

[Young Professionals - Home Builders Association of Greater Kansas City](#)

[Future Industry Leaders - MARYLAND BUILDING INDUSTRY ASSOCIATION](#)

[Emerging Professionals Council - Master Builders Association of Pierce County](#)

[Young Professionals - Building Industry Association of Central Ohio](#)

APPENDIX E – COMMUNITY CHECKLIST

[Starting a Young Professionals Community Checklist](#)

APPENDIX F – PLANNING GUIDE

[Young Professionals Committee Planning Guide](#)

