

# 3 Easy Steps to Recruit New Members

## ... using tools provided by NAHB.

This summer ***we want you*** to recruit new members. NAHB wants to make it easy and simple for you by providing tools and resources to get you started. But you still have to do the talking!

1

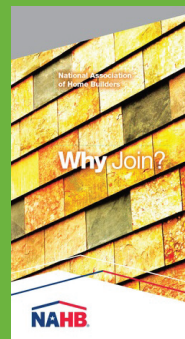
### FILL OUT YOUR SPIKE PROSPECT ROLODEX.

Your local association can provide you with a blank rolodex or download it online at [nahb.org/spikeclub](http://nahb.org/spikeclub). Every day, you do business with dozens of companies that are prospective members. Use this helpful list to create a customized “prospect rolodex” of 101 potential new member recruits. Update the list as your business contacts expand and as your prospects become NAHB members. Check your list against the association roster to identify non-members, then ask those prospects to join. (The more you recruit, the higher you will move up the Spike Club ladder!)

2

### GATHER MATERIALS TO SEND TO YOUR PROSPECTS.

Tell your local association to order NAHB “Why Join?” brochures or the “Value of NAHB” buckslips free-of-charge! Have a few on hand when you meet a prospective member or mail them with a letter asking them to join the association.



3

### SEND YOUR PROSPECTS A PERSONAL LETTER OR E-MAIL.

Use a solicitation letter template for builder or associate members recruiting other builders, subcontractors and vendors. Choose the version that works best for you and personalize it to reflect your relationship with the prospect at [nahb.org/recruitmentletters](http://nahb.org/recruitmentletters):

- Builder members recruiting builders
- Builders recruiting subcontractors and vendors
- Associate members recruiting builders
- Associate members recruiting subcontractors and vendors

**Have questions about any of the materials or methods for recruiting?**

Contact your local association or NAHB Membership Development & Support at **800-368-5242**.