

# Events and Activities Hosted by Local Home Builders Associations to Promote Membership Growth and Retention

*Part of NAHB's Associates Toolkit*

## **Annual PAC Golf Tournament**

HBA of Metro Harrisburg held a golf tournament at a local golf course. Admission fees were \$200/golfer; \$800/foursome; \$3000 to sponsor a hole. They also charged a fee for mulligans and skins participation. They raised over \$20,000 in sponsorships alone, and over 100 people participated in the event. Contact Bob Price at 717-232-5595 for more information.

## **Associates vs. Builders Softball Game**

The Building Industry Association of Greater Louisville held a softball game pitting Associate and Builder members against each other in friendly competition. Contact Pat Durham at 502-429-6000 for more information.

## **Beer Pong for Builders**

The Greater Cedar Rapids Housing and Building Association held a beer pong event, which consists of a long table with players on opposing sides bouncing ping pong balls into cups arranged at either side. Players were charged \$5 to participate. Contact Mike Farr at 319-395-0788 for more information.

## **Bourbon Ring Toss**

The Home Builders Association of Kentucky held a carnival game-style game at their HBA meeting, wherein participants paid \$25 to throw five rings at a stack of bottles. If a bottle was "rung," they won the associated prize. They drummed up about 100 people in attendance to the meeting/game night and they promoted the event via email and previous meetings. Contact Cheryl Stegman at 800-489-4225 for more information.

## **Casino Night**

The Greater Atlanta Home Builders Association held a Casino Night event that included sponsored Black Jack and other gaming tables, and a silent auction that benefited local charity Home Aid Atlanta. They offered a cash bar and heavy appetizers with a carving station. The silent auction items were displayed on tables and were closed at scattered times through the evening. They had 150 attendees at the event. Contact David Ellis at 678-775-1403 for more information.

## **"Come as you are" Fifth Friday Free Lunch**

The Shoals Home Builders Association hosts a luncheon event that invites members to bring of their employees. It's an opportunity for them to learn more about the association and what it offers. Members can also bring non-members. The event is sponsored and helps build membership as well as retention of members. It draws 100-150 participants. Contact Brenda Griffith at 256-766-9110.

## **Dream Home**

The Builders Association of Minnesota provides tours of a home they have featured as the "dream home" during the Parade of Homes. They charge \$5 admission to tour the home. Proceeds benefit their foundation. Contact Kori Meewes at 612-801-9874 for more information.

## **Cook-Off, Concert and Live Auction**

The HBA of Greater New Orleans hosts this networking event for current members. Members enter

teams of three to cook whatever they'd like, adding up to around 15 teams. Guests pay \$25 in advance, \$35 at the door. Attendees get unlimited food samples, beverages, and enjoy live music and a live auction. There are awards for the best dishes, judged by chefs from local restaurants. The member "cheft" teams have themes for their booths and dress up. They also receive sponsors for the event. The event draws 250 participants and it serves as a retention tool. Contact Lauren Galliano at 504-837-2700 for more information.

#### **Year-Round Raffle**

Northshore HBA Louisiana hosts a year-long raffle, selling 1,000 raffle tickets for \$100 each, with a drawing held weekly. Prizes are purchased that have an average value of \$600. The HBA raised \$72,000 from the activity in 2016. See the HBA's [web page](#) and [contest rules](#). Contact Helmut Mundt at 989-789-7635 for more information.

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