



MEMBERSHIP DEFENDERS, UNITE!

2009 CAMPAIGN IMPLEMENTATION AND ANNUAL COMPETITIONS GUIDE

National Membership Day, Tuesday, May 19th, is a nationwide membership event for all associations to participate in to call attention to and bolster membership. Whether your campaign is large or small, formal or informal, utilizing this day to report a nationwide tally of new members and new council members allows all HBAs to contribute to and benefit from the power of being a part of something bigger than themselves. Want to join the Membership Defenders?

THE NATIONAL MEMBERSHIP DAY WEBCAST

Though there will not be a live Webcast as a result of the down economy, however, NAHB will have live operators taking your calls and reporting new member numbers!

HOW DOES NATIONAL MEMBERSHIP DAY WORK?

There are 3 simple requirements to participate in National Membership Day. Following these steps ensures that your new recruits are counted, your members are eligible for great rewards, and your HBA is included in the National Membership Day competitions.

1. Commit to participate in the campaign by completing the Participation Pledge form on www.nahb.org/membershipdefenders by **March 1st**. This notifies NAHB that your association is planning to participate in National Membership Day. If you missed the deadline, you may sign up by **April 1st** to receive double credits for April and May.
2. Note that the call in would be your entire kitty for the months of March, April and May on Tuesday, May 19th. You will be asked how many NEW Builders? NEW Associates? And NEW Council members? These tallies should be for the entire 3-month period. The call in number is 800-899-6242 and this line will be open to receive your calls from 12 noon to 5 p.m. Eastern.
3. Submit your monthly membership reports and payment to NAHB no later than **Friday, May 29th**.

PARTICIPATING IN NATIONAL MEMBERSHIP DAY MAKES YOUR HBA ELIGIBLE FOR:

1. Three great prizes to reward your recruiters:



2+ Spike Credits!

Round contemporary desk clock with American Dream rotating as second hand.

4+ Spike Credits!

Joist Insulated day pack picnic cooler with a pocket knife, cutting board and bread knife.



6+ Spike Credits!

Constructo Cookout apron kit with insulated pocket for beverages including a detachable bottle opener, padded oven mitt and towel.

This prize structure allows every member recruiting at least one new member to win! Take a minute to call in and show your support for this once-a-year nationwide membership drive. Remember – NAHB offers double Spike credits in May!

2. Your members and your association will be included in the National Membership Day competitions, providing special recognition for top individual recruiters, top participation by state and more.
3. Being part of something big, and being recognized for it by NAHB's leadership and senior officers.

THE DEADLINE FOR SUBMITTING YOUR ORDER FOR NATIONAL MEMBERSHIP DAY PRIZES IS FRIDAY, AUGUST 21, 2009. AFTER THAT, PRIZES WILL ONLY BE AVAILABLE WHOLESALE.

NATIONAL MEMBERSHIP DAY REWARDS – THE POWER OF PARTICIPATION!

DOUBLE SPIKE CREDITS Double Spike credits will be awarded for all PARTICIPATING associations for March, April and May. That includes recruitment AND retention credits.

ROOKIE RECRUITER AWARD Awarded to the first-year member in each group size with the highest number of new members in March, April and May. Each winner receives a personalized plaque.

LOCAL ASSOCIATION INCENTIVES

LOCAL ASSOCIATION RECRUITMENT AWARD (Revised to Exclude Affiliate Members) – Awarded to the local HBA in each group size who recruits the most new members in March, April and May (minimum of 5). Each winning HBA will receive a personalized plaque and recognition at the National Conference on Membership.

LOCAL ASSOCIATION AFFILIATE RECRUITMENT AWARD Awarded to the local HBA in each group size who recruits the most new Affiliate members in March, April and May (minimum of 10). Each winning HBA will receive a personalized plaque and recognition at the National Conference on Membership.

LOCAL ASSOCIATION RETENTION AWARD (Revised to Exclude Affiliate Members) – Awarded to the local HBA in each group size who retains the highest percentage of May 2008 recruits (minimum of 80%). Each winning HBA will receive a personalized plaque and recognition at the National Conference on Membership.

STATE ASSOCIATION INCENTIVES

STATE ASSOCIATION PARTICIPATION AWARD (Revised to Exclude Affiliate Members) Awarded to the State Association in each group size with the Highest Percentage of Local Associations participating in National Membership Day. At least 90% of all local associations must participate for state to qualify.

STATE ASSOCIATION RECRUITMENT AWARD (Revised to Exclude Affiliate Members) Awarded to the State HBA in each group size who recruits the most members in March, April and May. To be eligible, state associations must complete the Commit to Participate form, call in on National Membership Day, and have at least 90% local participation.

You MUST call in on National Membership Day, May 19th, and submit reports by the last day of each of the 3 months to be eligible. All competition winners receive special recognition at the 2009 National Conference on Membership in New Orleans, LA.