



## Your Membership Counts!

This Campaign is to focus on all aspects of membership with the **goal to grow and maintain a strong building industry organization** whose mission has been to advocate on behalf of the residential building industry. We encourage all existing members to participate in this campaign and challenge each member to bring in one new member throughout the Campaign term

### Campaign Basics:

- 1 This Membership Campaign will utilize local, state & national membership incentives and tools to promote membership at the Northern Minnesota Builders Association.
- 2 The Campaign will run from **January 1st, 2011 to December 31st, 2011**

### New Member Incentive:

- ◆ Members are asked to bring in at least one new member during the 2011 year. The member is recognized with credit for the new member by acting as the sponsor.
- ◆ For each sponsored new member the sponsoring member will receive two poker chips which is entered into a drawing at both the NMBA and BAM (state association). This is a cumulative contest, so the more new members sponsored, the more poker chips entered into the drawing.
- ◆ Each month, the NMBA newsletter will publish the 'sponsor count', and a statewide membership campaign tracker will take place: [www.bamn.org](http://www.bamn.org).
- ◆ The Board of Directors & Membership Committee are committed and are promoting a healthy competition amongst them; where if one does not bring in a new member during this term they will have to serve the other group at an upcoming event. The NMBA events committees have also committed to the NMBA Membership Campaign to develop member pricing that is significantly lower than non-member pricing to show instant member benefits.
- ◆ New members will receive instant member pricing on the day that they apply for membership with full membership payment.
- ◆ Pam Perri, the Executive Officer of the Builders Association of Minnesota (BAM), will be the keynote speaker at the Contractor's Expo & Table Top Show to promote Home Builders Association membership, discuss membership value states, and building industry advocacy done by BAM, NAHB & the local HBA.



**Advocacy** – Legislative Action/Lobbying Efforts/Governance Affairs

**Education** – Quality Local Continuing Education/Consumer Education/Regulatory Updates

**Knowledge** – Shared Knowledge

**Accessibility** – Access latest products & services within the industry/Networking Opportunities

**Credibility** – Be a part of a trustworthy & knowledgeable group

**Exposure** – Promotion of Membership

### Incentive Prizes

**Prizes awarded at the 2012 Grand Celebrations & Builders Convention:**

**Grand Prize:** \$500 NMBA cash (redeemable at any NMBA member)

**2nd Prize:** One year free newsletter advertising (\$385 value)

**3rd Prize:** \$100 NMBA Event Certificate

**At BAM – awarded at the 2012 Builders Convention:**

**Grand Prize: \$1000 Jackpot Cash**

♥ **This membership campaign will promote active membership that will benefit the association for strong future leaders. Through a strong membership we can continue to provide advocacy on behalf of the building industry at the local, state, and national level.**

