

Membership Cup Award - 2022 Application
1201 15th Street NW
Washington, DC 20005
1-800-368-5242

ID: MA15500

To be considered, Applications must be submitted online.
This document is for reference only.

Membership Cup Award

Contact Information

<i>First Name:</i>	Tracey
<i>Last Name:</i>	Elkins Ramsey
<i>Title:</i>	
	Franklin County Home Builders Association - Building Tomorrow, Today!
<i>Company/Organization:</i>	Franklin Cty. HBA
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Home Builders Association (HBA) Details

<i>Association Name:</i>	Franklin Cty. HBA
<i>Association Number:</i>	3437

Website:

franklincountyhba.com

Membership Plan

Briefly describe how your HBA developed this membership plan. Detail who was included in the development of the plan and explain how the plan is connected to other HBA goals. (Scoring: Up to 10 points):

By hiring a full-time executive officer which happened in 2021 it allowed our association to fully blossom. Her motto is: follow-up/follow through which is obvious based off our yearly growth percentage. She allowed new committees to form like membership committee and put new processes into place. The membership plan for 2021 meant each board member had to step up and also push their leadership role to new levels. The EO looked through online city records of new GC's, signed in weekly to Builders Mutual, went through NAHBs website at past lapsed members and the list goes on. This strategy included the president as well as the new membership committee chair.

What are the goals of the plan? Were the goals met? Please explain. If the goals were not met, please explain the efforts put forth to meet them. (Scoring: If goals met, up to 10 points. If goals not met, effort is evaluated up to 10 points.):

The goal was to hit 150 members by the end of 2021. We fell short at 148 for the fiscal year but in the association's eyes, the EO did a job like none other. The EO went through documents through the city to reach out to local GC's, pushed the lapsed member list on NAHB website, signed in weekly to Builders Mutual, pushed the membership committee to keep their eyes open for new business in the area and the list goes on. For the first time in years, 2021 was also a year that the association had its own membership drive. This meant a full social that a company sponsored where active members had to bring a potential new member with them that they knew.

Explain how the membership plan is integrated into other association activities. (Scoring: Up to 10 points):

We started a process where each new member gets talked about at the monthly socials, this gets everyone including the new member excited. In 2021 the EO created both Facebook and Instagram which really allowed members to see what's happening, announcing new members, staying up to date with major events; everything. Monthly emails out to members pushing a welcome to each new member was also a great new item the EO created. The associations entire website was re-done and re-vamped in 2021 as well which got a lot of excitement for new members joining.

Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):

It's always been about communicating what's happening in the association. Each month the EO sends out a newsletter that bullet points monthly highlights like new members, continuing education courses, upcoming socials, etc.

Describe how the plan incorporates both short-term and multi-year membership development initiatives. (Scoring: Up to 5 points):

Short term would be to get to 170 by the end of the year but really it isn't about just getting more members. It's truly about keeping the current ones happy. It is a one man show with this association. We are not massive like others to where 3 people have a task for the association. One person called the EO and when she answered they said, "I belong to another association, and they never answer or call back." This is our associations long term goal, allow everyone to see that we communicate, and support each member. We are eager to learn more of the governmental side as well so we can get in front of key issues in the community we live in.

Explain how the plan is balanced in its approach to both recruitment and retention initiatives. (Scoring: If yes, effort is evaluated up to 15 points. If no, circumstances evaluated up to 15 points.):

Recruitment is the easy part, it's the retention that is important. Our EO uses the follow-up/follow through method. This means, repeat email invoice reminders to overdue members. After that, a personal email goes out with the attached invoice that is pasted due. Thirdly, a snail mail invoice with a lapsing membership letter is sent. This usually rarely happens but when it does it's usually a solid response to people who don't ever check their emails. The EO has found great success in this this and will continue to push this process daily.

Explain how the plan includes and promotes the core benefits of the HBA and of the state and national membership (the 3-in-1 membership). (Scoring: Up to 5 points):

Each new member gets a welcome packet with the NAHB form that shows each members benefits. Also, the EO will contact the new member personally and ask if they have any questions. We encourage each member to learn and listen to the legislation going on and ask questions at the state level when needed. We also try to get the counties elected officials to attend a meeting or two each year which pushes members to meet/greet who is creating the future for our trade jobs.

Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):

The Franklin County HBA did not have anyone serving in a full time staff capacity until January 1, 2021, when an Executive Officer was hired. This individual announced to the Board of Directors that her personal goal was to increase membership in 2021 by 54%, growing the association from 96 members to 150 members. As a result of the Executive Officer's diligence, the HBA came very close to achieving this goal, ending 2021 with 148 members. Her positive leadership style has been termed refreshing, enthusiastic, and energetic by numerous members. It takes a village that say, and she keeps everyone communicating and pushes everyone to "do better." She is our heart and soul of this association.

Supporting Documents Uploads (PDF or MS-Word Format)

Upload a written membership plan:

NewMemberAcceptance.docx



Dear:

Thank you so much for joining the Franklin County Home Builders Association, your membership application has been accepted! If you have any questions, please feel free to reach out to me directly at: Tracey@franklincountyhba.org

Now that you are an official member, we encourage you to join our monthly socials that are held on the 2nd Tuesday of every month. Our association has grown so much over the past few years making this the perfect time to get involved in the association.

Please check your emails for updates and go like our Facebook page! Have a prosperous year, we hope to see you soon!

Sincerely,

Tracey Ramsey
Executive Officer

Trey Dillard
President